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#46 // JANUARY 2016

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EDITOR'S LETTER

Now I honestly don't think anyone can accuse the MOG team of not getting their hands metaphorically, or even physically dirty when it comes to creating a first-class mag for our readers! Always willing to get stuck in for the sake of a good story, this month's issue is no exception. Show me another magazine that would risk taking out a brand-new, £80k, cream-coloured convertible into the eye of the storm for a photoshoot! Yes, we did it with the all-new Aero 8, still on trade plates, paint only just dry...you get the picture, into the beginnings of one of the first and fiercest storms of the winter so far – Barney. More like Barney as we stood in the driving wind and rain at the magnificent Ellenborough Park Hotel in the heart of the Cotswolds trying to find the perfect moment between 50mph gusts and hammering rain showers in which to drop the hood without the interior getting drenched or the hood blown off. One good thing you'll be pleased to learn, the fan heater is impressive in its efficacy! Check out the behind-the-scenes photos on our website to see the real glamour of the job!

Talking of glamour, what could be more attractive than the sight of someone up to their knees in mud trying to dig a Mog trialler out of the dirt? That's exactly what James, our intrepid MOG reporter, got up to as he co-piloted a 4/4 at the Edinburgh Trial, weirdly located in Derbyshire! All thoughts of striking a pose in the passenger seat reading a map were quickly expelled for James who was given a baptism of fire into the world of trialling!

As if that weren't enough excitement, we're also giving you some food for thought on these long dark evenings, dreaming of what could be, with the ultimate in fantasy concepts – the Hot Rod Mog. A beast of a vehicle, this has to be one of the most mind-blowing ideas to come from the sketchbook of Morgan's Head Designer Jon Wells – it's definitely on our Christmas list! Have a merry one!



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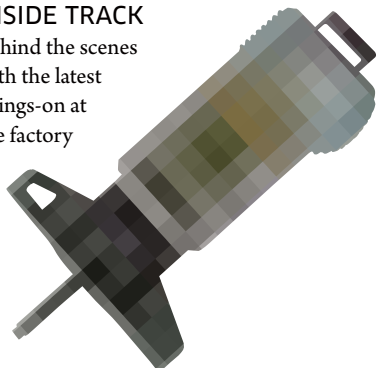
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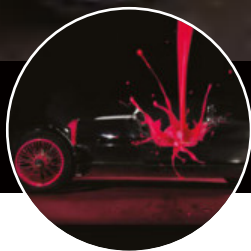
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MOG MAIL

YOUR NEWS. YOUR VIEWS.



STAR LETTER

Having read the letter in December's issue of "MOG Mail" I found my experience of Morgan dealers to be 180 degrees opposite to the writer's experience. Some eight years ago I had the opportunity to achieve a long-held dream to own a Morgan.

After months of viewing on the internet to find what was available, and surveying the prices of second-hand Morgans, my wife and I took a last-minute decision on a journey north and visited Richard Thorne's dealership. We were warmly greeted by Helen Thorne, who took time to explain the different models available and what we could expect to get for our budget, no high-pressure sales pitch, no question went unanswered, we were offered test drives in any of the cars in the showroom. Helen took our details and our wish list. I had fallen in love with a 1997 Oxford green 4/4, which had been reserved by another customer. Some two weeks after our visit, Helen called to say the 4/4 sale had fallen through and would I like to revisit and discuss a deal.

Deal was done and I was now the proud owner of a 1997 4/4 that I owned for 6.5 years. During this time I had dealings with a number of other dealers. When on holiday in Cornwall I had a small problem with the exhaust so on the spur of the moment popped into Perranwell Morgan dealership and was warmly greeted by Ann, who got her mechanic to look at the car whilst she took time to show us around and gave us refreshments, they could not have been more helpful. I have also had dealings with Mike Duncan and Melvyn Rutter, both of whom took time and effort to help and give advice.

But best of all must be the Brands Hatch Morgan dealership, Sarah, Keith, Nick and the team have been outstanding, their knowledge of all things Morgan, their professionalism, the way they treat you on every visit, phone call and email is just great. This is the main reason why I travel a 210-mile round trip to have my Morgan serviced and to attend Keith's workshop on how to look after your pride and joy.

When last year I was considering upgrading my 4/4 to a newer Plus 4, BHM was my first choice and during this process Sarah and Nick were able to realise my wildest dreams with an unbelievable deal on a brand new 3.7 Roadster to my own specification; they guided me through each and every step, keeping me fully informed throughout.

Sarah and the team at BHM are to me a shining example of what you expect from a Morgan dealership: product knowledge, pride in what they do and how they do it and outstanding customer care and they give you time.

I have no connection to BHM, just a very happy customer.

Chris Easom

PS. Keep up the good work at MOG, a great read, never been bored yet.



Dear Mog Mag,

I loved reading about your James Bond experiences in the December edition, and whilst all those photos of the AeroMax outside the famous Bond locations around London were great, it was the small set of photos at the end of the feature that really made me smile. This selection of photos showing members of the public taking photos of the car represented the "real" Morgan experience to me. Whilst my Mog is nothing like the iconic AeroMax, being just a humble 4/4, nevertheless it's still a great head turner. Wherever we go, be it local or further afield, we always get people smiling and waving at us. There's often one or two car buffs standing looking whenever we return to the car in a car park, and we have become adept at answering questions about the "wooden chassis" and busting other Morgan myths! In my mind there's no doubt the Morgans are the stars not the drivers, so perhaps a Morgan might just put Bond's nose out of joint were Q to present him with one!

Paul Davies



Dear MOG Mag,

I recently attended the Motorcycle Live show at the NEC. I'm used to seeing Morgans dotted around, with Morgan having a stand in 2013 and Crazy Horse often bringing their custom 3 Wheeler. This year there weren't any! Granted it was a bit of an odd-bod at a motorcycle show, but that shiny V-Twin drew in the crowds and I guess it must have exposed it to a different audience. Personally, I think they're a great option for the older motorcyclist, or those looking for more space and comfort. For a while Morgan seemed to be pushing this side of things, are they steering away from the motorcycle scene?

Jeff Schrader



Dear MOG Mail,

Did my eyes deceive me while reading 'Live and Let Drive'? Was it a trick of the light or my advancing years? Was it a subtle continuity error designed to bring out the observant super-spy within us? No, it wasn't a trick of the light; your Aeromax most definitely changed colour: from grey to blue and back to grey. How did you do it - or do you know more than you are letting on? I think you have inadvertently spilled the beans on one of the most secret of new developments at Pickersleigh Road. I'll call it mood paint. Has Morgan come up with a development to rival all that Goldfinger DB5 gadgetry?

Kind Regards,
Glenn Barker, via email

Just a trick of the light Glenn! - Ed

THE GREAT DEBATE

THE BIG QUESTION: With George Osborne's Autumn Statement, he announced motorists could see their insurance premiums reduced by up to £50 a year, after he plans to slash claims for minor whiplash injuries, which reportedly cost the insurance industry more than £1 billion a year.

What are your thoughts on whiplash claims? Do you believe honest victims will suffer as a result?

We want to hear your thoughts, so get in touch via editor@mogmag.co.uk

If you have any news, views or ideas you'd like to see covered in MOG, we'd love to hear from you.

Email us at editor@mogmag.co.uk or write to MOGMail at The Outlook, 6 Sansome Walk, Worcester, WR1 1LH

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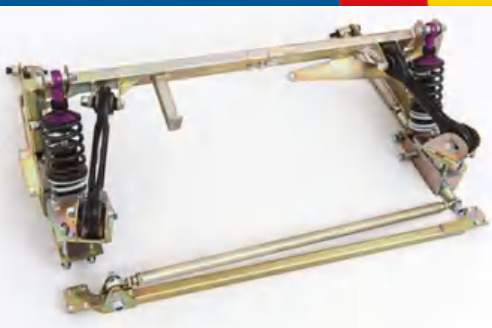


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NEWS BITES

Issue Forty Six – January 2016

DOUBLE BUBBLE FOR BEST OF THE BEST – DEALER AWARDS 2015

Inviting Morgan dealers from the world over, the prestigious Morgan Global Dealer Awards, now in its 10th consecutive year, was held at Morgan HQ in Malvern, earlier this month.

And, in an unprecedented double whammy, luxury car dealership London Morgan and Suffolk-based dealer Krazy Horse have been jointly named Morgan Motor Company's 'Dealers of the Year'.

Historically, Morgan has scored its dealers on a set number of criteria and these have included new and used car sales, customer satisfaction and delivery experience. Administration factors, such as order lead times and how on-going enquiries are dealt with, have also been taken into consideration.

This year, however, Morgan have upped the stakes and built in a number of additional measures: each franchise has also been scored on parts and warranty, including how effectively they have promoted the Morgan brand and its vehicles. So marketing and PR has also proved a strong scoring factor, along with corporate identity and business priorities.

The prestigious award recognises London Morgan's dedication to excellent customer satisfaction, innovation and vehicle sales performance, and was presented to London Morgan by Jill Price (nee Morgan), Board Director of the Morgan Motor Company.

Speaking about the award, Dealer Principal Anthony Barrell said:



"London Morgan is truly honoured to be named Morgan Motor Company's 'Dealer of the Year' for the second consecutive year. Since launching two and a half years ago, we have had a phenomenal response from customers across London, the UK and internationally.

"London Morgan's success is driven by its ability to constantly innovate in all aspects of the service it provides to its customers, from delivering beautiful hand-built vehicles to the continued high-quality care we provide."

Krazy Horse, the Morgan sports car and motorcycle specialist, was also awarded the prestigious title. Steve Morris, MD of Morgan, commented: "We are delighted to award Krazy Horse Morgan with UK Dealer of the Year 2015. We have been very impressed with their commitment to the Morgan

brand during their first three years as a Morgan Dealer. Their fantastic setup is a true destination for petrol heads and as such they have been able to introduce new people into the Morgan arena, offering them the exceptional experience that a customer buying a Morgan car would expect."

Paul Beamish, Founder of Krazy Horse, said: "We are extremely proud to share this prestigious title along with our fellow counterparts, London Morgan." He added: "We consider it an honour to be a part of the company's continued success, and we're looking forward to driving the brand forward in 2016."

Awards were also presented to Garage Albert in Belgium for 'European Morgan Dealer' and Eras Customs & Classics based in Dubai for 'Rest of the World Morgan Dealer'.

DAMON HILL AT RACE RETRO

Race Retro is fast approaching and the 2016 event will celebrate the career of British racing driver Damon Hill, marking the 20th anniversary of his World Championship win and his time with Williams.

The event, held at Stoneleigh Park, Warwickshire, from Friday 26th to Sunday 28th February 2016, will feature various guests from Williams throughout the weekend, which will culminate with a confirmed appearance

by Damon Hill, making his Race Retro debut, on the Sunday.

As part of the celebration, four of Damon's most famous cars from the Williams Heritage Collection will be on display – the championship-winning FW18, the 1995 FW17 race-winning car, the 1993 FW15C with which Damon won his first Grand Prix and a 1990-91 FW13B, which Damon drove to make his debut as a Williams test driver in 1991. Head to www.raceretro.com for more details.



TICKETS FOR SILVERSTONE CLASSIC



Tickets for the 2016 Silverstone Classic are now on sale with significant discounts for 'Early Bird' bookers.

After the huge success of this year's record-breaking Silver Jubilee extravaganza – an event which attracted

more than 100,000 visitors for the first time in the Classic's 25-year history – the 2016 Silverstone Classic (29th–31st July) is already gearing up for another massive attendance next summer, not least as many admission prices have been frozen

and a great value new Family Ticket has been introduced.

With more and more festival-goers finding one day just isn't enough at the world's biggest classic motor racing festival, prices for three-day adult tickets – as well as camping and hospitality – are being held for 2016.

What's more, for those planning ahead – or perhaps purchasing the perfect Christmas gift – discounts of up to 17 per cent are available on Early Bird tickets on sale until 31st March. These discounted Early Bird adult tickets cost £35 for Friday, £59 for Saturday and £49 for Sunday, while a three-day weekend ticket costs just £99.

The Classic is one of our favourite events, and one Morgan often attend themselves, head to www.silverstoneclassic.com for tickets.

MOTORSPORT AT THE PALACE

Live Promotions, the organisers of Race Retro and Sywell Classic Pistons & Props, will drive London's Motorsport at the Palace event into a new era, after taking over the two-day event held at Crystal Palace on Sunday 29th and Monday 30th May, 2016.

Previously organised by Sevenoaks and District Motor Club since its revival in 2010, Live Promotions will work with the club to grow the event both on and off the circuit using its valuable knowledge of outdoor events.

Held at Crystal Palace, one of the oldest venues used for racing in the world and the first place from which live televised motor-racing was ever broadcast, the event attracts racing drivers from all over the world and boasts some of the greatest names in motorsport taking a run around the circuit, including Sir Stirling Moss, Jim Clark, Graham Hill and James Hunt.

Tom Siddall, Event Director at Live Promotions, said: "This is a fantastic event held at an amazing venue, steeped in motoring history. Working with Sevenoaks and District Motor Club, we will look to expand the motorsport offering, attracting more high-profile and diverse cars as well as encouraging other clubs – with both modern and classic marques to make this a true celebration of all this motoring."



BEAUJOLAIS SUCCESS



After a hugely enjoyable and successful event, the annual Beaujolais Run is over for another year. The 45th anniversary of this iconic motoring tour was marked with style and panache, aided by an underlying Battle of Waterloo theme to the

Run on the 200th anniversary of this epic historical clash.

There were more than 30 participants, using a wide range of interesting classic and contemporary cars to navigate their way across some amazing driving routes through Belgium and France. These cars included four Bristols from enthusiastic members of the Bristol Owner's Club – ranging from a 1949 400 Pininfarina, one of only three built on this chassis by the celebrated Torinese coachbuilder, right up to a modern and rare Fighter gullwing coupe – plus a Ferrari 360 Challenge Stradale, a TVR Tuscan and, of course, a Morgan Aero 8.

Covering more than 1,200 miles over five days, the Beaujolais Run crews encountered famous vineyards, chateaux, historic battle fields and the world-renowned Reims motor circuit at Gueux, where the participants – plus some very pleasantly surprised locals – where joined by the world's only two-and four-wheeled World Champion, John Surtees OBE, at the wheel of his Ferrari FF. John Surtees OBE is also the Patron of the Beaujolais Run charity, which supports the Henry Surtees Foundation, with 100 percent of monies raised benefitting the charity, with zero deductions, to aid vital Air Ambulance services.

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RETURN TO GR8NESS

It's here, it's resolved, it's complete, and MOG can happily report that the new Aero 8 is not only the perfect embodiment of a luxury, British sports car, it's also set to be one of the Morgan greats.





WORDS *by* CHRIS POLLITT

PHOTOGRAPHY *by* BRUCE HOLDER

The original Aero 8 was a game-changer for Morgan. After decades of building cars with a traditional and classic ethos, the little company from Malvern jumped into the deep end of motoring with a new addition that employed modern techniques and components. It wasn't what Morgan had done in the past, it wasn't a reworking of old designs created to offer some level of diversity, no, it was a completely new vehicle. It packed a V8 punch, it boasted features such as a bonded aluminium chassis and, most importantly of all, it had the range of the world's then current sports cars firmly in its sights in terms of competition.

Generally speaking, the car was a huge success, though those of us with a great deal of love for Morgan had to put up with the 'cross-eyed' comments generated by the original Aero 8's somewhat bemused expression. Though try as the motoring press did, that was the only real criticism they could come up with because on the whole, the Aero 8 was a great machine.

More than a decade went by, four revisions of the Aero 8 were seen, the Coupe was born and so was the handsome Supersport. The exclusive set were also given a treat, too, care of the magnificent Aeromax. All the cars were icons and all were based on a platform that was a huge departure from the comfort zone Morgan had occupied for over half a century before.

"It wasn't what Morgan had done in the past, it wasn't a reworking of old designs created to offer some level of diversity, no, it was a completely new vehicle"

However, as the years went by, the dilution of the Aero 8 – namely the Coupe and the Supersport – drove a wedge between the Morgan product range. Tick all the boxes on the premium 'classic' offering, namely the V6 Roadster, and you'd easily spend £60k. There's nothing wrong with that, mainly because the Roadster is a phenomenal bit of kit. To make the jump to a V8 car though? Well, you'd need the same amount again – a Supersport could easily hit the £125k barrier with a few options ticked. Again, it was a wonderful car, but it left a lot of Morgan lovers behind a financial hurdle with nowhere to go unless they sold a kidney, or a child. Something had to be done, the V8 cars were running away with themselves, the Aero range was suffering as a result and also, it was way overdue a facelift.

The solution to everything mentioned is the car you see here. This is it, the final, resolved and completed new Aero 8. We brought you the exclusive scoop a few months ago, utilising the blue car for our shots. That car still exists, but it's a mule, a machine that has been used for extensive testing and development. It's been taken apart more times than a child's Meccano kit and it's looking a bit tired (we'll explain why in a bit). The vision in cream you see here is, as we type, the only completed Aero 8 in existence and we can confirm it's utterly wonderful. ➤







So, what's on offer then? Well, the first thing you'll undoubtedly notice is the fact that this Aero 8 has returned to form by means of a fabric roof. It's been a long-fought battle by the designers and craftsmen to get it right, but it's one that has paid off immensely. Once up, the cabin is a comforting, warm and solid place to be. It honestly doesn't feel like a Morgan roof of old, it seamlessly blends in and morphs to the car. The construction, if you will, is marginally more 'involved' than previous versions care of the two brace bars that run from the top of the B-pillars to the top of the A-pillars. These offer a previously unseen level of support and rigidity that results in the top feeling decidedly solid, despite being crafted from familiar fabrics.

It's a feature that has long been needed in the Aero range. Yes, the Plus 8 boasts a traditional roof, but it's just that –

traditional. For the new Aero, things had to advance, and the solution presented here is successful in that respect. Though if you want to make it more of a pure GT car, there will be the option of a removable carbon hard top, so there will be no excuse for not blatting through the Alps in the middle of winter!

There are other successes, too. First of all, there's the overall aesthetic of the car. It retains its unique yet familiar face, succumbing only to a few minor tweaks. Rather than use the plans to redesign the car as an excuse to get rid of its face, Morgan has instead opted to embrace what has always made the eight-cylinder cars stand out, and rightly so. Over the years it has softened and pulled back, leaving the 'one headlamp going to the shops, the other coming back with the change' expression of the first generation



"This Aero 8 has returned to form by means of a fabric roof. It's been a long-fought battle by the designers and craftsmen to get it right, but it's one that has paid off immensely"

Aero 8 well and truly in the history books. It's certainly still unusual in terms of the automotive spectrum as a whole, but it's also familiar and now loved. As your dad said, if it isn't broken, don't fix it.

Around the back and sides is where things really change. The rump of this machine is a work of art, with lines most definitely reminiscent of nautical themes. The deep 'cut' into the body that runs around the rear, just above the arch-line, serves to break up what would otherwise be a large expanse of panel. The rear quarters have been altered to fit more snugly around the wheels, while also making an effort to get a bit closer to the ground, providing a more solid and robust profile in the process. Meanwhile, the lower valance to the rear is now a sculpted piece, offering aerodynamic as well as aesthetic benefits. ➤



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"Gone is the rear of old that seemed to make an effort to plane away toward the ground. The new Aero 8 rises its curvaceous rump, and it's all the better for it"

Gone is the rear of old that seemed to make an effort to plane away toward the ground. The new Aero 8 rises its curvaceous rump, and it's all the better for it. Not only is it a completely new look, it's also a means of offering a level of practicality to a Morgan, too. Once the magnificent rear clamshell opens rearward, there's a reasonable expanse of space. You won't be doing any trips to Ikea in this, but like any true GT car, you will be able to pack enough for a glorious weekend getaway.

In terms of the mechanicals, a great deal remains deeply familiar. The engine under the bonnet is, once again, a BMW V8 with as-near-as-dammit 400bhp. The car seen here boasts three pedals and a six-speed manual 'box, though as you'd expect (and as many will go for) there is also a six-speed automatic available. Yes, a new engine could have been sourced, but it would have been a futile exercise, as the V8 was never an element that came under criticism. ➤

One thing that did raise eyebrows on the car of old, however, was the suspension. Not for any negative reasons, of course, more just because of its nature – inboard coilovers lacking anti-roll bars. The old Aero chassis was a wonder and, while a little recalcitrant at times, generally did a good job of pointing the car in the direction you wanted it to go. However, it was never considered to be the last word in precision from a driver's point of view. As such, the new car features outboard coilovers, which in turn offer more control and, as we experienced, a great deal more feel through the bends. Such a small change shouldn't command such a radical transformation to the drive, but it does. The new Aero 8 seems to welcome your input and reward you for pushing harder, it works with you, rather than simply taking your steering-wheel-induced suggestions and politely obeying.

“The new Aero 8 seems to welcome your input and reward you for pushing harder, it works with you”

So what else makes this car so great and crucially, so important? Well, remember earlier when we mentioned that the blue car we previously featured is now a little worse for wear? That's because Morgan has played the game like the big manufacturers when it comes to the new Aero 8.

When any company releases a new car, it must first ensure the reliability, the resilience and the future life of said car. This is done by sending it off to specialists around the globe who get paid, quite simply, to give the cars a hard time. The blue Aero 8 previously in MOG was the chosen vehicle for these tests and, while it's less than a year old in a physical sense, it's actually lived at least three years via the aggressive and unforgiving work it's had to undertake. ➤





A CAR IS BORN

A WORD FROM MANAGING
DIRECTOR, STEVE MORRIS



"The real point of the Aero 8 for me and for the company, that's made it so important, is this. If you look back to 2000 when we developed the original Aero 8, it was the modern open-top Morgan, it had the latest technology, it was a huge leap forward. It took us somewhere new. Then, of course, we had four revisions of that car, then the Aeromax, the Supersport and the Coupe.

The thing is, through those revisions, I think we went away from a true open-top sports car to a full on GT. Now that's not to say you couldn't have the new Aero as a GT, it is a perfectly capable grand tourer, but going back to the others, I think it was just really important for us as a company to go back to where this all started. We needed an open-top, high-end sports car.

We're very proud of all the cars that came from the birth of the original Aero 8, but as they evolved, the prices went up and after a while, we realised there was nowhere to go once a customer had reached the higher levels of the classic range – the price jump was too expansive. It was crucial for us to address that, and I think we've done it well. Maybe too well, we've even had some say it's too cheap!

This car will see us through the next period of our history, it's true to what we are and it's a brilliant reflection of where we've come from and where we're aiming to go. The reaction so far has been brilliant, and that's before a customer has even had chance to get near one. Needless to say, myself and Morgan as a whole are deeply proud of it."

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High-speed runs, simulated weather, thousands and thousands of miles, constant driving on surfaces designed to upset and agitate the suspension, the new Aero 8 has done it all. And not only that, it's done it well. Yes, the blue car is a bit tired, but it held up surprisingly well. It provided the R&D team at Malvern with valuable information that, without this testing, would have taken years of customer and factory feedback to obtain. The sacrifice of the blue car has ensured that going forward, all new Aero 8s will be second to none in terms of build, quality and reliability. Though before you go on eBay looking to scoop the blue car up for 34p, we should point out it's still going strong after some much-needed TLC!

This car is an important milestone for Morgan. The original took the company forward into waters within which the potential to flounder was great. It was a risky

move, but thanks to a considered approach and building process, the car was a success. This new incarnation builds even further on that. Morgan has taken the approach of looking at it as an all-new car, not something current that they can simply tweak. This has been taken seriously, it's been developed to within an inch of its life, and the end result shows that. Everyone at Morgan is proud of this car, and rightly so. >

“Morgan has taken the approach of looking at it as an all-new car, not something current that they can simply tweak. This has been taken seriously”





“It’s been worth the wait. That’s something that seems to be echoed by you, too, with nearly 100 orders in place”

All this new technology though, all these changes, all those months of development and investment – there’s no way this handsome brute can be any less to buy than the outgoing Coupe, right? Wrong, actually. Thanks to Morgan’s willingness to bring more engineering in-house (the suspension for example) and a clever approach to materials, the new Aero 8 can be yours for a starting price of £79,995. That’s £40,000 change from a Coupe with a bit of spec on it.

It’s been a long time coming, but in our eyes, it’s been worth the wait. That’s something that seems to be echoed by you, too, with nearly 100 orders in place, and that’s before anyone has even had a chance to drive one. It seems the Morgan following appreciates what’s gone into creating this car, and rightly so, because mark our words, this is going to be one of the greats. **MOG**



Thanks to Ellenborough Park, Cheltenham for the use of the hotel and grounds for our photoshoot location.



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Maserati Quattroporte V8, 2010, Nero Black, 33'500miles, FMSh, £35,995

Porsche Carrera 911 C2S Conv, 2011, White Gloss, 31'300 miles, FPSH, £53,995

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PLUS 4
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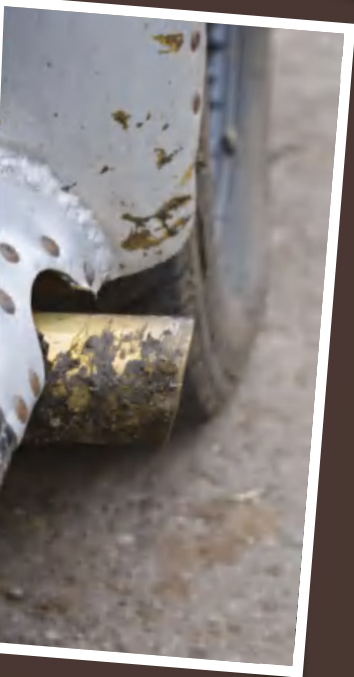
ROADSTER V6
£42,500



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MUD RUNNING THE MORGAN WAY

It's Sam and the fog is thick. Dawn is attempting to break and I'm hammering away at the nut on a Morgan rear-right wheel. I'm covered in mud and I'm fairly sure I've stepped in sheep droppings. We've had a puncture on the first stage and there's a heck of a long way to go yet... James Ball reports on the punishing world of MCC Trials.

A

As a complete novice to trials, I learnt very quickly that they are hard work – a true test of man and machine, and a tradition that dates back to the beginnings of the motorcar itself.

A Morgan is a sports car, designed for the road – smooth, predictable tarmac. Why on earth would you throw it down a rutted farm track with huge boulders threatening to dent every panel and break every part? Just to see what it's truly capable of.

Trials were designed to test a car to its limits. If a car could perform well, and survive the brutal punishment of trials, then it would perform solidly for years on the easy tarmac.

The Motor Cycling Club (MCC) first started the trials back in 1909, and they have been a mainstay motoring event ever since. There are three main trials, the Lands End, the Exeter and the Edinburgh.

The Edinburgh is the trial I tried my hand at navigating, and, somewhat strangely perhaps, it now takes place in Derbyshire. Originally it was known as the London to Edinburgh, the event used to cover hundreds, if not 1,000 miles. Although less point-A-to-point-B, the new style of the Edinburgh is just as difficult.

I have been off roading in a pretty hefty 4x4, and honestly, I wouldn't have tackled many of the Edinburgh Trial stages in that. For a Morgan to breeze by, with its two-wheel-drive, completing most stages with relative ease is nothing short of astounding.

Seasoned trialler, John Bradshaw, was kind enough to let me navigate and get a taste of what trials are all about. He fills us in on the significance of the events for Morgan, "As far as we're aware, there has been a Morgan competing in every trial since the events began." ➤

For the Edinburgh, John was due to enter alongside Chris Adeney in his flat-rad. Unfortunately, Chris' car had a mechanical issue and wasn't able to enter, so thankfully John's 4/4 was in good shape and he could keep the Morgan flag flying.

The car is so brutally functional, it might be the most characterful Mog we've ever encountered. With its unpolished cowl and bonnet, and those black wings, it's a fantastic looking Mog, and was in fact the inspiration for the Brooklands Editions.

It was the first weekend of October, and a blurry-eyed 2:30am, when John picked me up in this beautifully utilitarian 4/4. The roads were silent until I heard the rumble of the Mog with its yellow headlamps eerily glowing through the mist.

I packed my things into the back, zipped up my jacket and pulled on a hat, we were off. The cockpit is snug like a Mog usually is, but there are a few alterations. A small glove compartment, an LED navigation light, a completely exposed gearbox, and – just outside the door – a pleasantly burbling brass exhaust.

Registration and the beginning of the trial commenced at Tamworth Services just off the M42. Arrival time 3:10am. Through the black of night and the relative cold, the car was scrutineered and the drivers and co-pilots headed in for an early morning coffee.

"It wasn't long until I had already lost an important piece of paper to the wind!"

Prepped and ready to go, I had my notes and we hit the road – it wasn't long until I had already lost an important piece of paper to the wind! Not the best start.

The first stop was Carsington Water, where the triallers gathered in preparation for the first stage. One by one we were released onto what turned out to be a very rutted and wet farm track, with a moderate incline.





Due to heavy use by tractors, the ruts were deep, which posed a problem for the Mog. John placed one wheel on the centre in the hope of gaining more traction. Unfortunately, as John pressed hard on the accelerator, the morning dew caused us to go nowhere. A quick readjustment and we were going, again and at some speed.

The skid-plate-equipped 4/4 managed to slide across many obstacles (due to which my back may never recover!), and it performed out of its skin. With its subtle, but numerous, modifications, and John's experience, it simply crashed and banged its way up the hill.

We were nearly at the top when John shouted out, "Oh no!" The car began to bobble and he pulled up. "We've got a puncture," John stated. Out we jumped in the wet mud and set to work replacing the wheel – thankfully, the knock-on knock-off nature of a Morgan wheel makes this pretty easy.

We were at the back of our group of cars (Class O), which meant if we fell behind too far, they'd scrub us off the list and we couldn't continue. Pressure was on. New wheel fitted, and mud and sheep poo everywhere, we hopped back in and continued. ➤

The MCC are excellent at designing routes between stages. We travelled along beautiful country roads and forgotten gravel tracks to get to the next competitive stage.

After the hiccup of stage one, John and his Mog performed well. "I'm not a great trialler," John told me modestly, but he clearly knows how to drive. The Mog seemingly fights him all the way on every stage, but he never loses control.

With prearranged stops at pubs, cafes and village halls, the hours flew by and we got to know our fellow triallers pretty well. At the Bull i' th' Thorn Inn, deep in the Peak District, we got to observe just how varied the trials cars are. There were many specific trials machines, but also standard MGs, a Ford Cortina estate (dubbed 'Mountain Goat') and a husband-and-wife team piloting a classic VW Beetle.

As the day went on, the Morgan seemed unstoppable. We pulled up at an infamously difficult stage known as Excelsior. The very rocky track, complete with some

difficult turns, was teeming with spectators. John floored it to gain momentum and we crashed and smashed our way up. No problem!

The rules say, to pass a stage you must do so without stopping. Although we had gained a puncture in the first stage, we had in fact crossed the line. If you pass every stage then you're granted a bronze award. To achieve the higher awards you must complete stop/start zones placed on some stages and stick to the MCC time schedule as accurately as you can.

We pulled up at the last stage and it looked like the bronze award could be on the cards. The final stage was a two-parter, the first of which John hadn't been able to pass in previous attempts. With his prior knowledge, and using a wider entry, John revved the 4/4 up the extremely steep lane. Nearly falling out, I gripped on to the dash as the car writhed and rolled, but kept moving forwards. A sharp right turn greeted us halfway up, John rounded it with ease, working the wheel left and right as we hit every bump and rut.

"John floored it to gain momentum and we crashed and smashed our way up"





"This is a genuine competitive motorcar event for less than the price of a meal out!"

For the final stretch he gave it some welly and the Mog pulled through. Now for part two, a fairly flat grass route. Everything went well until we hit the final hump, a huge grassy sleeping policeman. The Mog reached the crest and hesitated, seemingly struggling for power. If we stop, we lose the bronze award.

The car slowed to a near-stop, John gave it some more juice and the 4/4 sprung to life, crested the last hurdle and completed the stage. "Did we stop?" John asked me. "I don't think so," I replied. We both look to the marshal, "You stopped," he said, painfully deadpan.

Not keen to debate, and with no witnesses, we failed to gain a bronze award by the smallest of margins. But really, the MCC Trials are just about having fun and putting a car through its paces.

Considering the punishment this 4/4 went through, I'm amazed it hasn't fallen apart! After around 15 hours on the road, many of which were on back-breaking terrain, the Mog stayed solid, even if a certain navigator was broken!

It may be tiring and punishing, but it's also one of the most light-hearted and friendly events I've ever been a part of. You'll find no elitism here, with only a £60 entry fee and requirement of a car that's two-wheel drive and possesses two spare tyres, it's fair game for pretty much anyone.

This is a genuine competitive motorcar event for less than the price of a meal out! Trials run through the heart of Morgan and an integral part of all motoring history, and I was flattered to help uphold the tradition of a Morgan competing in every event.

Say you've got a Morgan in less-than-perfect condition. It's running, but it's definitely worse for wear. You could fork out the cash and get it completely restored, or you could simply use it as HFS and Peter Morgan would have, in the trials!

Although the factory has focused on track racing instead of trials in recent years, perhaps it's time to go back to the roots and get Morgan trialling again? Imagine a trials-spec 3 Wheeler? Now that's something we'd like to see! **MOG**



Photo by Dave Cook

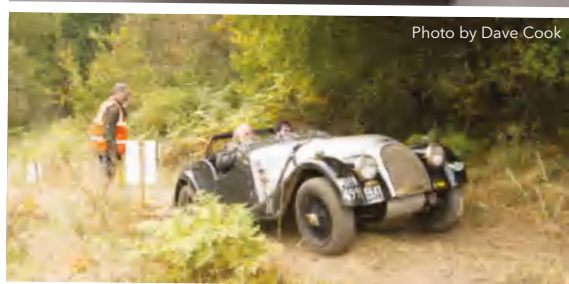


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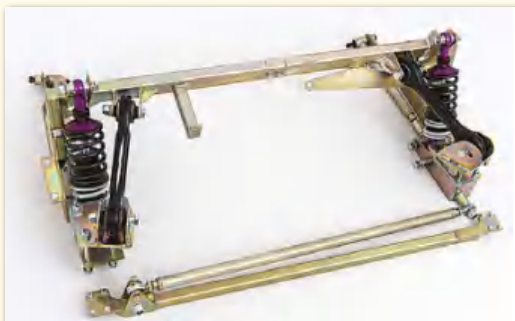


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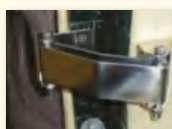
Librands Foot Locker Designed to make your passenger safer and more comfortable. It stops them from sliding down in the seat, and they don't need the seat forward to rest their feet on something solid. Plus it gives useful lockable storage. In two sizes to fit nearly all Morgans including 3 wheelers. Full details on web site. 10" £185.00; 12" £195.



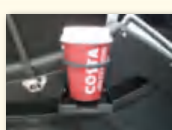
Chrome on brass number plate light cover Cannot go rusty and comes with a stainless screw £14 each. Some earlier Morgans have one light, later cars have two. Lucas only see fit to produce chrome on steel these days.



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Librands Door check Mk1 and Mk2 Mk1 for all traditional cars from 1997 and earlier cars with a scuttle roll bar. Mk2 for pre 1997 cars without a scuttle roll bar. It holds the door open while you get in and out. £114 per pair. Mk 3 for new +8s £149.



Librands Cup Holder It has a polished stainless steel hook with a thick lining to protect the paint and door trim. It fits snugly over any part of the curved surface of the top of the door, and neatly folds up when not in use. You can even fit two cup holders on the passenger side. £25.00 each.



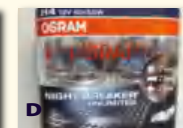
A: Stainless steel polished driving lamps For Morgans with over riders. Slim 6" diameter lamps with 100 watt halogen bulbs. Lamps only £86 per pair; Lamps + wing brackets (over rider cars) £143 per set; Lamps + bumper brackets £162 per set. Spot Light Brackets: Wing fitting for cars with over riders £28.50 each. Bumper tube fitting £38.00 each.



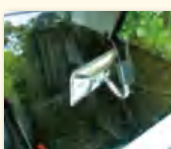
B: Clear Front Flasher Lens Kit Our Librands kit comprises two genuine Lucas lenses, amber bulbs, new screws and gaskets. Fit them in 10 minutes for a cleaner fresh look to the front of your Morgan. £28.00



C: H180 Cibie Head Lamp Units Side lights built in, better focus on dip and main beams. A direct replacement, easy to fit. Combined with our Night breaker head lamp bulbs, this is the best legal combination without going to very expensive HID lamps. £89 per pair. Also European dip versions in stock for driving on the

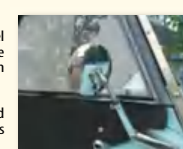


D: Night Breaker Unlimited head lamp bulbs Even brighter than the Night Breaker Plus, these new bulbs give up to 110% more light, 35% more distance and 20% whiter light than standard bulbs of the same wattage. New design gives extended lifetime. Fully road legal, easily fitted in traditional Morgans replacing the standard H4 bulbs £28 per pair. £96 per pair (now on our web site).



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1971 Moss box 3.5 litre +8

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I am selling this car for a good friend from Edinburgh who has had it for 20 years. There is a full history file. In excellent condition, £85,000. Ring me for more details and photos. The car is here with me in Potters Bar.



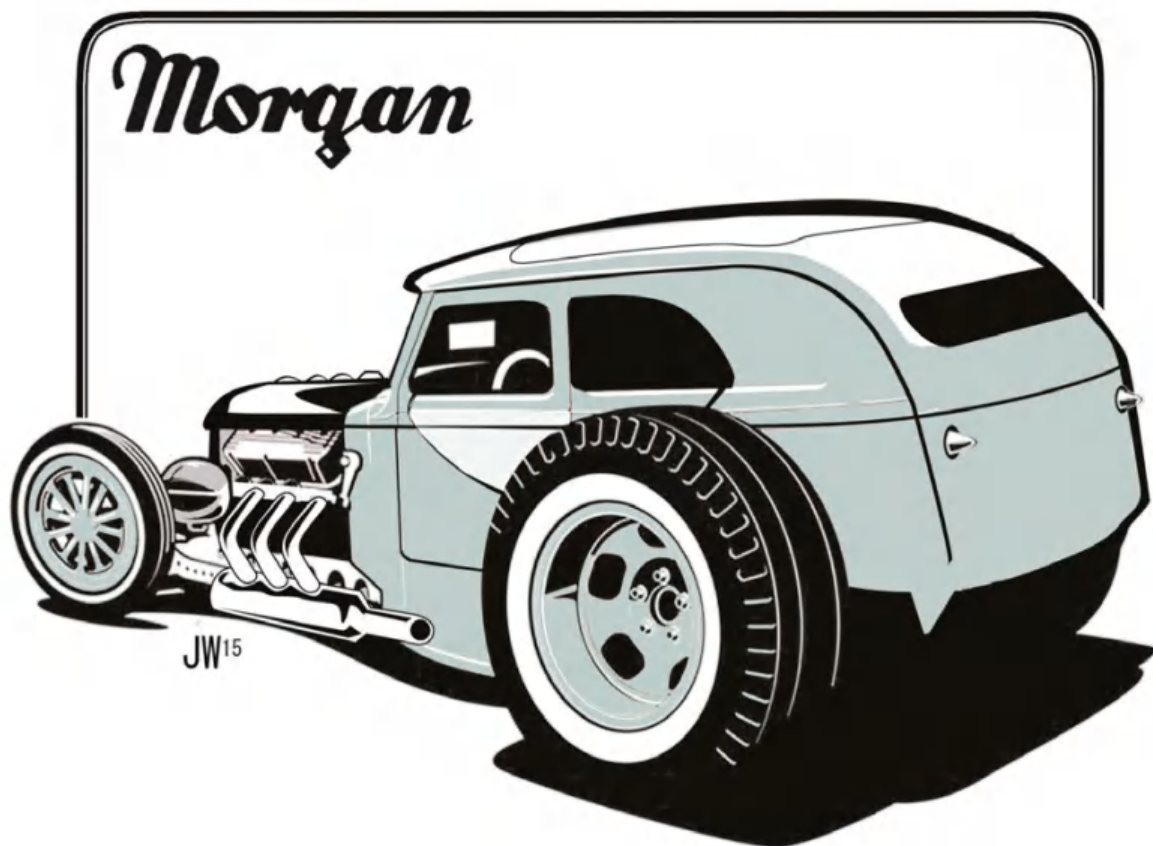
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Thanks for your custom and I would like to wish all Morganeers a very Happy Christmas. Rob and the team at Librands.

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Visit www.librands.co.uk or telephone Rob Wells on : 01707 662950 mobile: 07836 229800
Email: info@librands.co.uk

JW¹⁵
CONCEPT

THE ALL-BRITISH MOG ROD

It was a dream come true for Morgan's Head Designer Jon Wells. The opportunity to unleash his creative skills on the design for a one-off Morgan hot rod was an unfulfilled ambition and one that Jon was eager to attempt. In fact, as he reports, the challenge of maintaining the core design elements of a Morgan, whilst muscling them up, modifying them and creating the iconic hot rod "stance" to create the ultimate Mog Rod proved to be more of a challenge than he had anticipated! The end result, however, is no less than sensational.

Those of you who have visited the factory will know that the order of production means that the factory is predominately filled with part-built cars, on wheels, minus the wings. The paint process occurs early on but wings don't meet the car until the last step in the process. These open-wheeled, exposed-engine, stripped-out vehicles already look like incredible fun to drive even before the rest of the body work is attached.

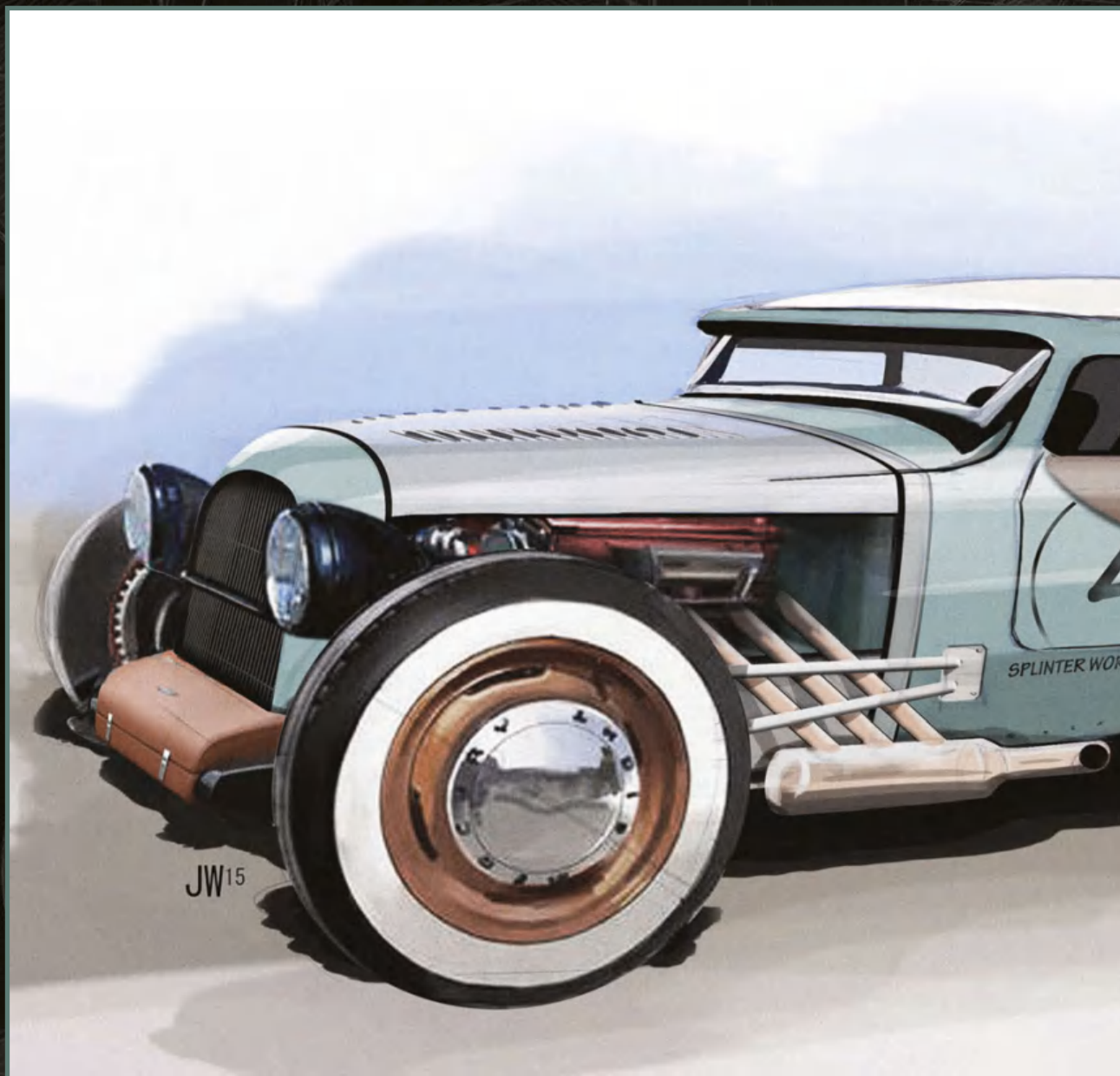
Since I first started at Morgan, I've fantasised about designing a Morgan hot rod....

Hot rods are typically old (often American) cars with large engines that are modified for linear speed. Roadsters were the cars of choice because they were light, easy to modify, and relatively inexpensive. Much like a Morgan.

As automobiles offered by the major car makers began increasing performance, the lure of hot rods began to wane. It was no longer necessary to put a larger engine in a cheaper roadster to be fast. It was now possible to buy a muscle car that outperformed just about any hot rod, with more passenger room, and without having to

expend the effort of building and tuning the car oneself. As a result 'hot rodding' tends to be restricted to older classic cars and in recent years has seen a huge resurgence in popular modified car culture.

With a very Bauhaus attitude toward form with function, hot rodding has evolved to consider style as much as performance. The ultimate goal: to create a vehicle with looks that suggest its enhanced capability. However, to succeed, this 'look' must be pure. A striking overall visual should appear within the car's proportioning



and a few core lines and details (rather than fancy surfacing for the sake of it)... but most importantly it's all about 'stance'.

Much like in modern car design, a vehicle's 'stance' can tell you everything about a car. A Land Rover's lines are flat and solid, a tourer has long, sweeping lines across the shoulder, a hot rod (or sports car) points forward as if about to attack. This stance is complemented by a pursuit of perfect wheel-to-arch fitment, considered detailing and an overall aesthetic that provides a strong uncluttered appeal.

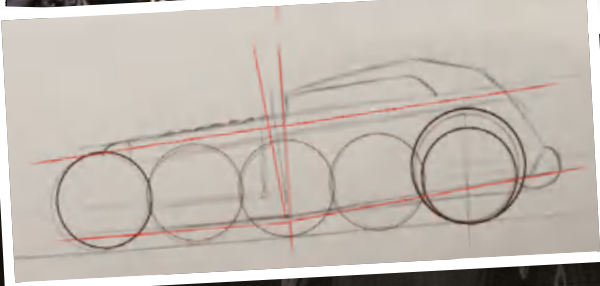
Hot rod definition doesn't cease there. Many choose to create beautiful hot rods that need their chrome and paintwork meticulously polishing. Others want their vehicle to be completely 'natural' with paint and componentry showing visual signs of wear (i.e. rust, flaking paint, oil and rubber marks) in the belief that this 'ratted' effect is much more in keeping with the car's intentions of being used and alive. The level of smaller detailing is left open for debate with some favouring a heavily detailed aesthetic and others believing less is more.

When I began this New Perspectives feature, the first vehicle idea I immediately wrote down was 'Morgan hot rod'. The part-built cars around the factory seemed to be half way there already and naively I considered the final push to hot-rodding them would be relatively easy. I have no problem in telling you it wasn't! Creating a hot rod is by definition taking a few key features, and enhancing them; distilling a proven design into its core elements and then unifying these in one simple and purposeful aesthetic. ➤

JW15
CONCEPT



"Roadsters were the cars of choice because they were light, easy to modify, and relatively inexpensive. Much like a Morgan"



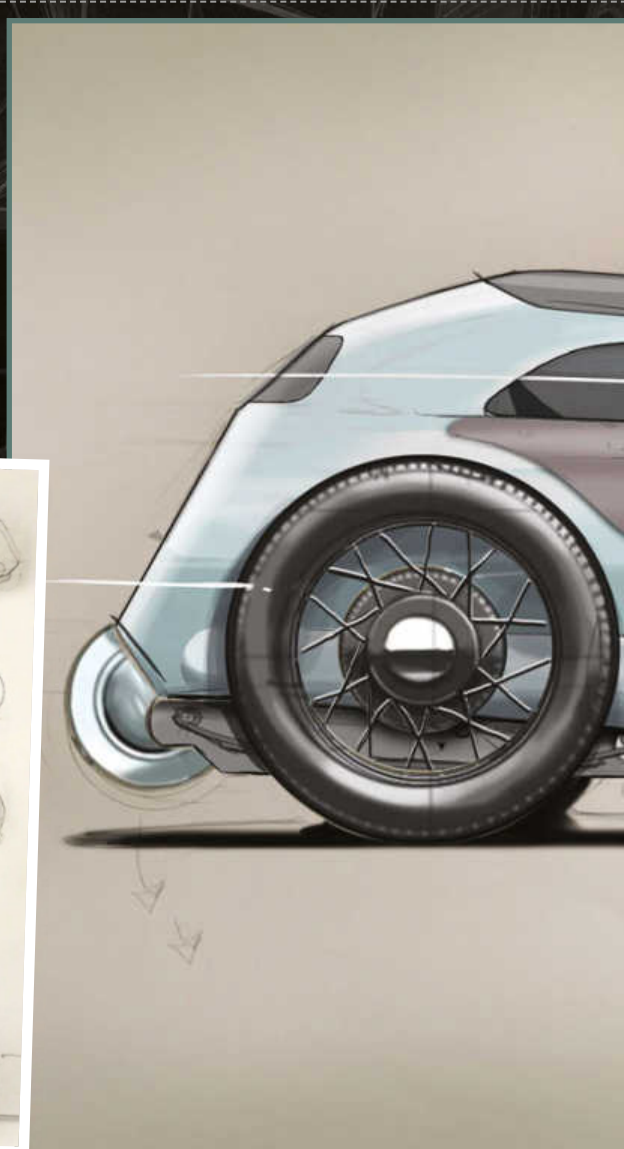
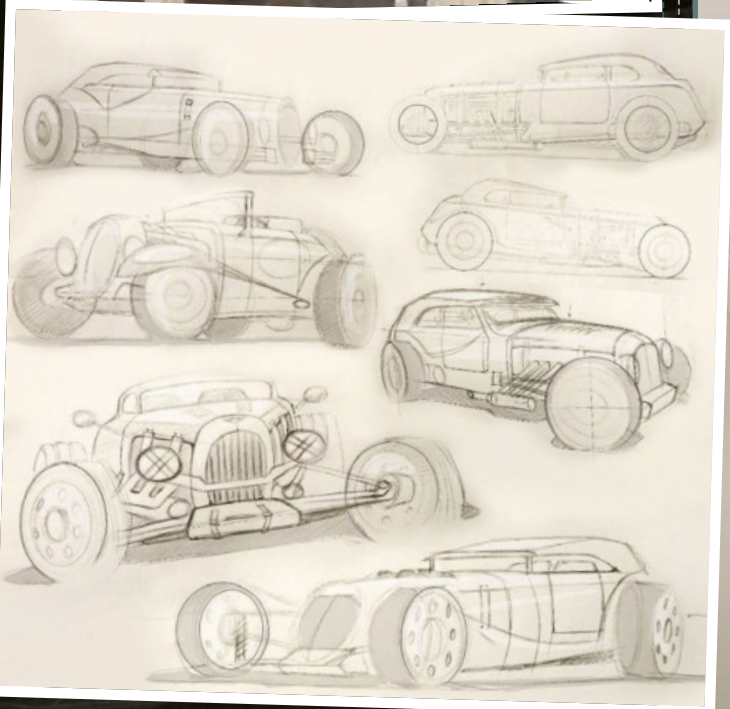
When I began drawing it became immediately apparent that my challenges were as follows: to remove the iconic wing line and maintain the look of a Morgan car. The focus became less about the graphics of the car but more about its proportion. A lot of attention was paid to front and rear overhangs and their relationship to the bonnet length and A-post location. During this process I discovered that I wanted this concept to be a 4 Seater. The success of the 4 Seater's roof line has always been a topic for discussion. Another intrigue for me has been what a 'shooting brake'- hard roof profile would look like. Once this appeared I knew that this profile would lend itself better to the 'look' I was after. This is

essentially a 'coop'. (Note; 'This is not a coupé, it's a coop,' Jaguar makes coupés, Ford does coops. It's an American thing.)

The second challenge was to add the aforementioned 'stance' to this Morgan-esque proportion. As you can see from my diagram, when sketching any Morgan side view, I follow a simple guideline. Five circles, with the centre one intersected in the middle for the A post. A flat floor and gently sloping shoulder / bonnet line complete the silhouette. Taking this formula as a starting point I had to evolve it in order to create a car with real attitude and poise. I discovered that the trick was not to alter the body beyond recognition but rather angle the rear half of the car

forward at the centre point. In doing so, the roof line becomes more tapered, the bonnet line follows and the tail is lifted. The lower front of the car remains flat to ensure it stays planted on the floor. I increased the size of the rear wheel to further exaggerate this effect and tweaked the size of the overhangs ensuring that there was a 'wheel in each corner' layout which helps visually frame the body.

With a general form in place it was time to address the rest of the details. The Morgan MOG rod is based on the 3.7litre (Mustang derived) V6 we currently use. The sheer straight line power of the roadster never fails to impress and this seemed the perfect power plant. Up front, a Morgan flat



radiator cowl is a nod to early Morgan 4 wheelers. This is framed by two large round, low-slung, headlights and connecting bar. Round headlights are apparent in any Morgan face and the treatment of these was inspired by an existing project on the Morgan design drawing board.

The long louvered bonnet remains although the louver direction is reversed for maximum air intake. To assist with cooling duties (and weight saving) the bonnet sides are removed whilst two leather bonnet straps appear to secure the bonnet. (I love this detail... watch this space). The exposed engine has painted details inspired by the painted B6 in the SP1 project earlier this year. The sliding pillar suspension is

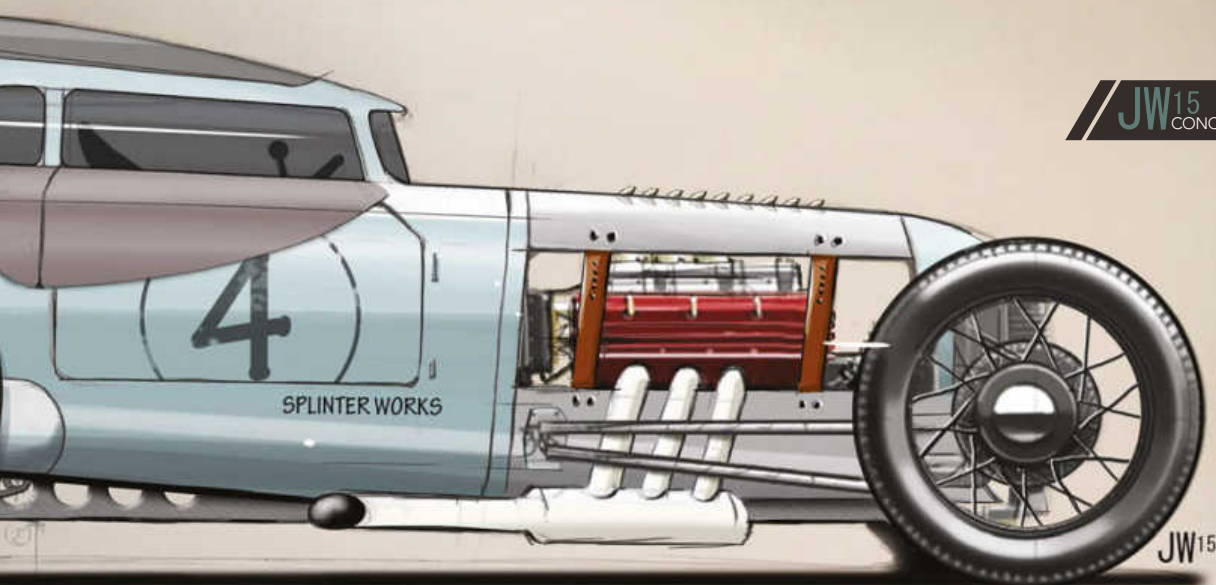
already as simple as they come so I kept that, although with all that torque and speed, some lengthened anti-roll stability bars were added.

A Hot rod should be loud. A cut down exhaust with small in line silencer is revealed where the wings once where. Beneath the rear of the raised body, the ladder frame chassis is exposed. This has been drilled for light weighting and modified to hold the cylindrical fuel tank at the rear. Painted steel wheels, or cost option large centred wire wheels, incorporate oversized drum brakes to reinforce its 'of-the-period' styling. The side screens remain with an unchanged graphic that helps maintain Morgan styling cues. The cabin rolls out and tapers at the bottom as it moulds around

two occupants whilst a narrow DLO (day light opening) breaks up the side profile adhering to the golden rule of thirds in proportion. A flip up flat windscreen and removable canvas roof section ensure a Morgan 'flies-in-the-teeth' driving experience is available should you desire.

I'm not finished with this one. These initial sketches represent just the start of my refuelled desire to 'hot-rod' a Morgan. Discovering the necessary styling refinement, required to create such pure and purposeful vehicles, provides a basis for some thoroughly enjoyable design studies. This certainly won't be the last MOG rod I draw... I might even have to speak to management and see if they'll let me build one! **MOG**

"The exposed engine has painted details inspired by the painted B6 in the SP1 project earlier this year"



...IN THE GREEN CORNER

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On The Record

with MARK LEDINGTON



Putting the world in the customer's hands

Every year, the Morgan Motor Company gathers its dealers from around the globe to examine the business. It's not for them though, it's ultimately for the customer, as Mark Ledington explains.

Despite its humble origins, Morgan is a global force when it comes to the motor industry. With dealers operating as far away as Australia, the Malvern motors are available to anyone, no matter what the prevailing geography may be. To keep this business machine running smoothly, it's important for the dealers around the world to get together and look at what's happening in the marketplace, assess what's working best and use that knowledge to further hone the Morgan brand.

Yes, awards are given to various dealers as recognition for their

achievements, but that doesn't mean the annual Global Dealer Meeting is a back-slapping ceremony. Far from it in fact, as developing the Morgan experience for the customer is what's truly at the forefront of the day's agenda. We spoke to Marketing Director, Mark Ledington, to find out more.

First of all Mark, for those unaware, what is the Global Dealer Meeting?

Once a year we host a meeting at the factory where all our strategic partners from around the world join us for a day of reflection. It's an

agenda-driven day, focused around business-critical matters, along with things we have learned in the 12 months since the last meeting.

Were there any other elements to focus on this year given the output of the factory?

Absolutely, this year was slightly different because we also launched to the dealers completely new vehicles, the all-new Aero 8 being a prime case in point. Then, of course, we brought them up to speed with our plans for the Geneva Motor Show in 2016, which is key, as it serves as a global platform that will hopefully benefit each and every Morgan dealer.

This was of great interest to the dealers, as we were able to confirm that 2016 will see the inclusion of the all-electric E 3 Wheeler, something we're very proud of here at Morgan. Then, as I mentioned, there is the Aero 8 and representing the classic range, there will be a celebration of 80 years of the 4/4. ➤

Obviously that's all exciting stuff, but how does the meeting go on to benefit the customer?

One important thing that came up was the news brought to our dealers about how we're improving our 'back room' and admin systems to make new car and parts ordering more efficient. We also went through the investments we've made at the factory, such as those employed in the building process of the new Aero 8, to ensure greater accuracy and efficiency with production. These are all elements that have been put in place to ensure a smoother level of operation on our part, resulting in a more involved and enjoyable experience for the buying customer.

It's safe to say the customer has a huge impact on the topics covered in the meeting?

The Global Dealer Meeting is very important to Morgan because it's the one opportunity within the year where we have everyone with us. It gives us the chance to address the concerns and questions generated after a year of business and make the brand stronger. There are details of interactions with the customers over the previous year from every dealer, and when we're all in a room together, we have a fantastic opportunity to work as a team, as a family even, to hone what we offer and learn from past interactions. Each dealer has different local challenges, and through sharing them, we can unify our message and our approach.

It's very much a two-way street then? You work with the information from them as well as passing on Morgan's message for that particular year?

Yes, absolutely. As part of the day, we hold what we refer to as breakout groups. We split the dealers into geographical regions and we discuss with them the challenges and the resultant solutions for each particular area. This means we, as a team, can improve the customer marketplace as we move forward.

This year was particularly interesting, as we had the realisation that while other manufacturers refer to their outlets as a dealer network, Morgan has something more tight knit than that. We have partners. We're one family, as it were, connected by this wonderful product, and whilst different 'family members' face different challenges, we're all trying to sell the same thing.

In light of that, we've committed to more training and more time on site with them, to help them in any way they need. It's a close connection, these are people we know and consider friends as well as partners, so the importance of helping them work with our brand and deliver premium service to the customer is far greater than what it might be with another manufacturer.

So, from both a customer and factory point of view, the 2016 Global Dealer Meeting was a success then?

Completely, yes. While the day itself may be centred around the physical presence of all our dealers, the reality is that by extension, we have all our customers in one room. We have their needs and wants to hand and, as a team, we can work toward meeting them. We don't perceive the customer as simply being part of the process, we consider them to be the core foundation of everything we do. By holding these meetings, we can ensure we're on track with customer satisfaction, we can aid the dealers in any way they need and, much like when customers come to visit the factory, we can top up the passion and enthusiasm for the brand. It's a unique approach to looking after our dealers, but unique is what we do best! **MOG**





STAGE 1 KIT FOR THE MORGAN 3 WHEELER

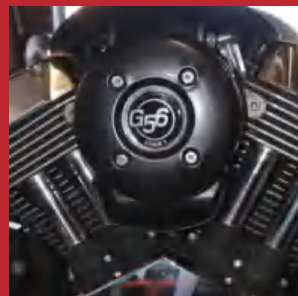
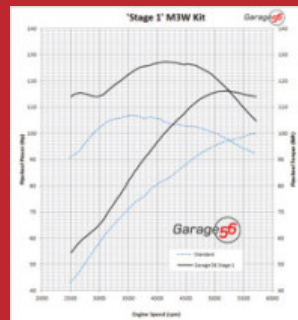
The Garage 56 Stage 1 kit gives a significant (and independently proven) increase in torque and power across the rev range.

The kit consists of new exhaust silencer pipes, heatshields, fasteners and brackets (in stainless steel), and an air filter housing, to directly replace the standard system. The unique "double flexi" design cures the reliability issues that can affect other designs.

The kit gives a richer, deeper exhaust note than standard, engineered to be a similar loudness to the standard pipes, and has proven to be suitable for noise restricted circuits such as Goodwood.

£1500 including VAT and UK mainland delivery. Kits are available by mail order from www.garage56.co.uk, or supplied and installed by Williams Automobiles (01454 315112).

Stage 1 kits are one of a range of products developed and available from Garage 56, specialists in performance parts.



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Supply Heroes

LEACY CLASSIC CAR PARTS



Masters of Merchandise

An automotive brand in the modern day isn't just about the cars. It incorporates a whole brand identity to which the customer can aspire and buy into, from aftermarket mechanical parts and accessories to jumpers, keyrings and even fragrances. Leacy Classic Car Parts are working with Morgan to expand this side of the business. We spoke with Lara Darby, New Business Development Director, to find out more about this diverse company.

How did Leacy begin, what is your history?

Leacy Classics have been running for over 35 years supplying the classic car part industry with great customer service and access to more than 60,000 products. We are well known within the trade but have now expanded into the retail market.

How did the relationship between Leacy and Morgan come about?

Our Managing Director David Keene is both a Morgan owner and passionate about their cars. He has had a long-standing relationship with Steve Morris over many years supplying parts and products.

NAME OF COMPANY:
LEACY CLASSIC CAR PARTS

LOCATION:
BIRMINGHAM

SPECIALISES IN:
CAR PARTS AND RETAIL

LINK WITH MORGAN:
OFFICIAL SUPPLIER OF MORGAN MERCHANDISE

How long have you been working with Morgan?

More than two years now.

How do you work together to produce merchandise and endorsed goods?

We are the official supplier of all genuine Morgan products, for both

new and existing parts. Morgan have given us the freedom to seek out dynamic new collaborations that share the same ethos as Morgan, that we feel represent and enhance the brand. We try to introduce quality new products that the customer may be interested in such as superior leather luggage, cashmere scarves or branded hoodies. We are developing the official Morgan merchandise range to offer

the customer quality, style and British values. The first ever Morgan brochure was developed by us in collaboration with Morgan to showcase the products and where we see the brand moving forward as a lifestyle opportunity.

What are the advantages of using a company such as Leacy?

We have a dynamic supply chain that can source, stock and deliver items

at competitive prices within a short timescale. Our warehouse facility is second to none and we pride ourselves on our customer service and ability to move quickly to meet the customers' requirements. We even hand-delivered a jacket last week to a local customer the same day! We have been going for more than 35 years and that allows us to use our expertise to service the customer well. We have recently



launched the new Morgan online shop with a dynamic front-end full of the latest news, products and updates to make it more interesting for the consumer.

Why do you think your company and Morgan work well together?

We are a local company with a different skill set that enhances Morgan's offering and we meet regularly to discuss future plans. Morgan is a traditional company that shares the same values as us, we work well together and communication is key to moving forward as a partnership.

Do you think it's important to keep things British?

We try to source as many local and British products as we can to promote British industry and reflect the ethos of Morgan. For example, a new collaboration with Peter Scott, one of the last Scottish knitwear producers in the UK is launching in December.

How do you incorporate social media and websites into promoting a brand?

Morgan have a specialist department that hosts Morgan Live – a hub for all the social media relating to Morgan. We also send out newsletters to customers and dealers notifying them of our latest offers. We are trying to reach out to a new market and the internet is a great platform for this. Your readers are welcome to sign up to our newsletters!

What's the future for Leacy and Morgan?

In 2016, Leacy is planning to enhance the online user experience and offer even more products, including new collaborations with a Midlands clothing designer and a well-known sunglasses brand. We are also looking into the shows that Morgan attend and how to open the brand out into new marketplaces. **MOG**



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Iconic Mogs



The Cousteau Calypso Mog

From Mick Jagger to Brigitte Bardot, many famous names have owned a Morgan. Perhaps slightly less well known is this Plus 4, which belonged to the Cousteau family. The French have always had a passion for good-looking classics, and it seems the son of the famous oceanographer was no different. Douglas Hallawell delved deep to research this rare Mog and tells us its story.

Philippe Cousteau, younger son of noted oceanographer Jacques-Yves Cousteau, was well versed in high-end machinery, first diving at age seven and travelling

with his father on the RV Calypso. He grew up with serious technical expertise and helped repair a leak in the US Navy's SEALAB III. Having such an exciting day job and such an understanding of engineering, one

might wonder what daily drive a man such as Philippe would opt for – a Mog, in blue no less!

In early 1966, Philippe opted for a Plus 4 Competition in Kingfisher Blue livery with several options. With no official Morgan dealer in the Principality of Monaco, the headquarters of the Cousteau Society, Philippe had to place his order with Parisian importer Jacques Savoye. Registered E978 in Monaco and bearing chassis number 6255, his Morgan was handed over to him on July 7th 1966. Only two other Competition models (chassis numbers 6156 and 6346) were sold in France but 6346 is the only one currently accounted for and resides



in Luzillat (south of France).

During the years 1963 to 1967 the Morgan buyer had a choice between the top-of-the-range Plus 4 (in either two or four-seater form) and the less-expensive 4/4 roadster. However, only the Plus 4 range was offered in three distinct body styles:

"It was dubbed 'The Poor Man's Super Sports' on account of being 22.6% cheaper than a Super Sports yet 11.5% more expensive than a standard roadster"

traditional, Drophead Coupé and coupé (Plus 4 Plus). Furthermore, in 1965/6 the roadster was listed in the factory catalogue in these three versions: standard high-bodied Plus 4, Competition and Super Sports.

Along with the Plus 4 Plus and the Drophead Coupé, the Plus 4 Competition became one of the three rarest models of the Plus 4 range. In its short lifespan from October 1965 to April 1967, a mere 42 (44 according to Hermen Pol of morganhistoryindfo.sharepoint.com) of these cars were ordered by customers from 11 countries. It was dubbed 'The Poor Man's Super Sports' on account of being 22.6% cheaper than a Super Sports

yet 11.5% more expensive than a standard roadster.

In order to distinguish it from the standard high-bodied roadster, it sported a lowline steel body very similar to the Super Sports' lowline aluminium body. And to justify its price and model name, it received, as standard equipment, three features that were normally options for Plus 4s: a tubular Derrington exhaust manifold, 72-spoke wire wheels (with matching wider base tyres) and Armstrong 'Selectaride' shock absorbers activated by a switch on the driver's side of the dashboard.

Peter Morgan nevertheless maintained the high-line body style for the Plus 4 range thereby ➤

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MOG in depth



"Philippe was heartbroken by the news, convinced that the car had been written off"

distinguishing it from the 4/4 – the Super Sports being an exception to this policy. It was only in 1965 that Peter consented to review that policy by offering the Plus 4 Competition model alongside the standard Plus 4 roadster. In reality, this new model's raison d'être was simply to gauge public reaction to its lowline body style. Fourteen months later, in December 1966, the standard Plus 4 roadster finally adopted that lowline body, thereby putting an end to the experience and a brief production of the Plus 4 Competition.

Philippe Cousteau remained the proprietor of his Morgan for several years and, according to Jan, his widow, the couple replaced it with a Lotus Elan in 1971. Five days after selling the five-year old Mog to a Frenchman in Neuilly, the new owner phoned them to say that his son had pranged the ex-Cousteau's cherished Morgan... As related to me by Jan, Philippe was heartbroken by the news, convinced that the car had been written off. Unaware to Jan and Philippe though, the Mog's front-end damage was subsequently repaired.

Thirty-five long years were to go by before this very car's existence and whereabouts came to my attention in 2006, when I discovered

a bewildering ad in 'La Vie de l'Auto', a French weekly newspaper. After a lengthy phone conversation with the seller, I realised something was seriously askew. Confronted with my probing questions, the seller ended up revealing the car's history since purchasing it in 1979. Given what appeared to be a fraud, I decided to pass on the opportunity of buying what was one of 27 LHD Plus 4 Competition models (I know, what was I thinking!). The seller told me that due to a breakdown in the late 70s, the Mog had ended up in a garage in the north of France.

In the ensuing period, without any sign of life from the car's owner,

the garage ended up with an unpaid bill, burdened by parking fees. To make matters worse, the car's owner had kept the title! Tragically, at approximately the same time, in June 1979, Philippe Cousteau died in a horrible accident while test-piloting his PBY Catalina flying boat – the 'Calypso' – on the Tagus river near Lisbon.

Meanwhile, the garage owner had found a radical solution to his problem. Several months later, the fate reserved for the Morgan was to prove to be to prove to be beyond what Philippe could ever have imagined.

The garage owner had made a fortuitous discovery in a local ➤





DRIVE NOT DIVE!

Douglas did some extensive research and sleuthing to put this story together. In so doing he also discovered another interesting 'story within a story'. Bertrand Moutard-Martin, ex-president of the Morgan Club de France, knew Philippe Cousteau when they were young boys. are his memories of it (translated from French by Douglas):

"I knew Philippe Cousteau when I was a kid. My parents had a house in Ste Marie sur Mer, and Philippe spent his holidays in Pornic, 3 kilometres away (quite far on a bicycle!). My parents sold the house when I was 14. I was already a keen apnea (free diving) fan and did so in the company of Philippe who was two years older than me. But I never saw him again. However, I have never forgotten how I once got my shoulders stuck in a rock crevice, with Philippe releasing me by tugging at my feet. Proof that it's always safer to dive accompanied!"

scrapyard in the shape of a wrecked 1966 Morgan 4/4, and purchased (solely) its French title! Subsequently, it provided new identity and a means for disposing of the abandoned Morgan... After filing down the car's chassis number, a new ID plate was created usurping the 4/4's identity as a replacement for Savoye's original dealer plate on the bulkhead. All it then needed was an unsuspecting buyer, which he soon found. After purchasing the mystery Morgan, the new owner informed me that he had undertaken a partial restoration of the wooden frame as well as upgrading the bog-standard TR4A's performance, whilst preserving the original SU carbs.

Then, in 2008, I encountered yet another ad for what turned out to be the same Morgan. I contacted the new owner who was totally unaware of the Mog's tumultuous past. He confirmed that the engine number matched the one stamped on the bonnet halves, which convinced me that the engine was original, thus allowing me to research a step further...

By means of cross-referencing, one can indeed obtain the chassis number using the engine number. Consequently, my own data indicated the chassis number to be 6255, thereby determining the true identity of this intriguing Morgan. In 2009, following my advice, owner

Regis Herbaut requested a factory chassis record with all the specs of his car. When we discovered that the Mog had been delivered new to the Savoye dealership, I urged Regis to contact the Parisian importer for further information. In 2010 he was kindly informed by Mr Mahul of the original owner's identity and the car's registration number. Checking later with licensing authorities in Monaco, Regis learned that archives only date back to 1980 but that the registration E978 had subsequently been re-attributed twice.

The final step was to apply for a French replacement title with, of course, the Plus 4 Competition's restituted identity. Regis finally obtained it in April 2013, which prompted me to return to his home in the south of France and test drive the Mog. The car needed more work than I imagined to bring it back to its former glory so, once again, I passed on the chance of buying this interesting Morgan.

Against the odds, it continues to survive – it's certainly an iconic Morgan and maybe one day it will be nicknamed 'Calypso' like the Cousteau explorer ship and flying boat! **MOG**



Swiss movement, English heart

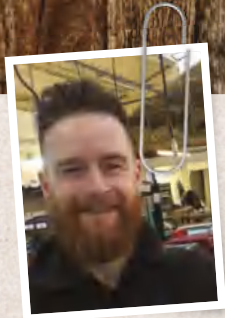


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CLOCKING ON

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NAME:

Ben Jones

MY JOB TITLE IS...

Upholsterer

I'VE BEEN WORKING FOR MORGAN...

Eleven years now

WHEN MY ALARM GOES OFF...

It goes off at 6:40 normally, I have a bit of lie in to wake myself up. I usually leave the house at about 20 past seven. It takes, depending on traffic, 20 to 30 minutes to get to work. I get myself a coffee when I'm here to fire me up! Then I'm at my bench for the bell at 8 o'clock.



I'M RESPONSIBLE FOR...

Any new development cars – I work on those, doing the trim. The same goes for any show cars we might be doing as well. When we're not doing show cars or new cars – which is quite rare given that it's Morgan we're talking about – I do a lot of work on the weather equipment: the hoods, tonneaux and so on. Then there's the work I do on the Speedsters, consisting of various trim elements and other pieces.

BEST PART OF MY JOB...

Meeting the customers. We get a lot of them coming to the factory to see their cars in build, and seeing the appreciation they have for what we do makes it all worth it.

I think a lot of the time when working in other companies, you don't get to meet the people at the end of the line. But with us, because our product is hand-built and people save up for years and years and dream about owning these cars, to see how excited they are when they come to the factory, yeah, I reckon that's the best part.

WORST PART OF MY JOB...

I don't know really, it depends what sort of mood I'm in! I suppose that when we haven't got the development work to do, there is the risk of it becoming a bit repetitive. Being that we don't bring a lot of new cars out, there can be long periods of doing the same thing every day.

Honestly though, I wouldn't say there are any really bad parts to it. A company car scheme would be nice, or just a bigger discount on a new one! That'd be great!

A TYPICAL DAY IN MY SHOES IS...

A typical day for me starts at 8am, then we work through until 10am when we get time for a break and a bacon sandwich! Then we carry on again until lunch, generally working on the trim-work and the hoods, though that can all change if there's a car that needs to be rushed through, which is often the case! After a bit of a chill

out at lunch and a sit down (which is important, as we're on our feet all day) it's back to it.

It's all pretty much spent in the trim shop physically working on things. I don't generally have meetings, I'm not important enough for all that! Though if there are development projects I'll usually liaise with Jon Wells, which

normally consists of him asking me if things are even possible!

For the main work though, we aim to do three cars a day and get them back to final finish – it's important we do so, because we're the last area of the trim shop. It sounds do-able in theory, but with things like the new Aero 8 and other projects eating up time, it can be quite a challenge.

MOST MEMORABLE MOMENT AT WORK...

There have been a few! There was the 'great fire' of the trim shop in 2013, which was quite exciting. I managed to put that out with a fire extinguisher!

When I first started here I got to work on the Aeromax, which was quite exciting, as I got to go to Geneva with that. SP 1 was a highlight, too. Working on the trim for that earned me a spot at Salon Privé, which got me lobster and champagne all day, which was amazing! And of course I saw some awesome cars and bikes as well.

PET WORK HATE...

I don't know really! I'm a little bit of a clean freak, while some of my colleagues like to throw bits around the show when they're working! That's all though, I don't have any real pet hates to be honest!

UNFULFILLED AMBITIONS...

I'd love to travel the world one day on my motorbike. In fact, I'd just like to travel more, I think that's pretty achievable though.

In terms of at work, I'm very happy where I am within the company. I definitely wouldn't like to run the company – that looks far too stressful, seeing the management running around everywhere!

MY PROUDEST ACHIEVEMENT...

I'd have to go back to working on the Aeromax, specifically being at Geneva. Just seeing the crowds of people surrounding the car. Back then I was quite new to the company, so it was just a case of standing and listening to what people had to say about the car. It was a hugely proud moment though, to be a part of all that.

THE ONE THING I'VE LEARNT WORKING AT MORGAN IS...

Patience at work is a massive virtue! You definitely need to be patient working here, as things can change quickly.

I FUEL MY DAY WITH...

Tea, coffee and bacon sandwiches! I'm a familiar face in the Morgan café!



MY CV

- Working on the Aeromax
- Being a part of the SP1 project
- Being one of the 'go to' people when it comes to development projects
- Going to Geneva
- Being put in a position of responsibility ref development work
- Being appreciated is a highlight, too



I AM MOTIVATED BY...

Enjoyment in what I do. I'm not motivated by money, it's nice to have and it's something you need, but it's not my main drive in life.

MY MANTRA IS...

If you're going to do a job, do it to the best of your abilities.

AFTER WORK I...

Head home, fight the traffic, get back to my girlfriend and cat then it's just a case of relaxing! I bought the new Halo the other day, so I spend a lot of time playing that, which the girlfriend isn't too impressed about. She goes to yoga a lot though, so I work it around that! Then it's airsoft at the weekends, though I'm aching today!

SOMETHING MY WORK COLLEAGUES WON'T KNOW ABOUT ME IS....

With social media these days I think everybody knows everything! I don't think there is anything, at least nothing that I'd put in print!

MY PLAN B

I actually started off as an apprentice engineer for a plastic moulding company in Malvern. I was in the design department doing tool design - I never even dreamt that I'd do this for a job. I didn't really know you could do this as a job to be honest.

Sadly though, the company lost a lot of business and made a lot of people redundant and I was one. As fate would have it though, the father of a girl I was seeing at the time had a trim shop, so I started doing bits for him. That turned into a full-time job, then after a few years a position came up here at Morgan. I never really had the chance to have a plan B, this is just the direction I went in!

2015/16

WINTER



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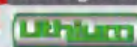
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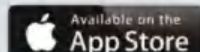
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PITCH PROWLER

A Morgan of any kind is special, and you can usually go out for a drive on the assumption that you'll not see another. This month's Pitch Prowler, however, takes that to a whole new level.

For last month's cover story we toured some of the landmarks made famous by a certain spy. The car of choice was an Aeromax, something we initially thought would be perfect for the suave chap with a licence to kill. As it happened though, the Aeromax garnered more attention than any Aston Martin, meaning that it was far from ideal for a spy who wanted to remain incognito.

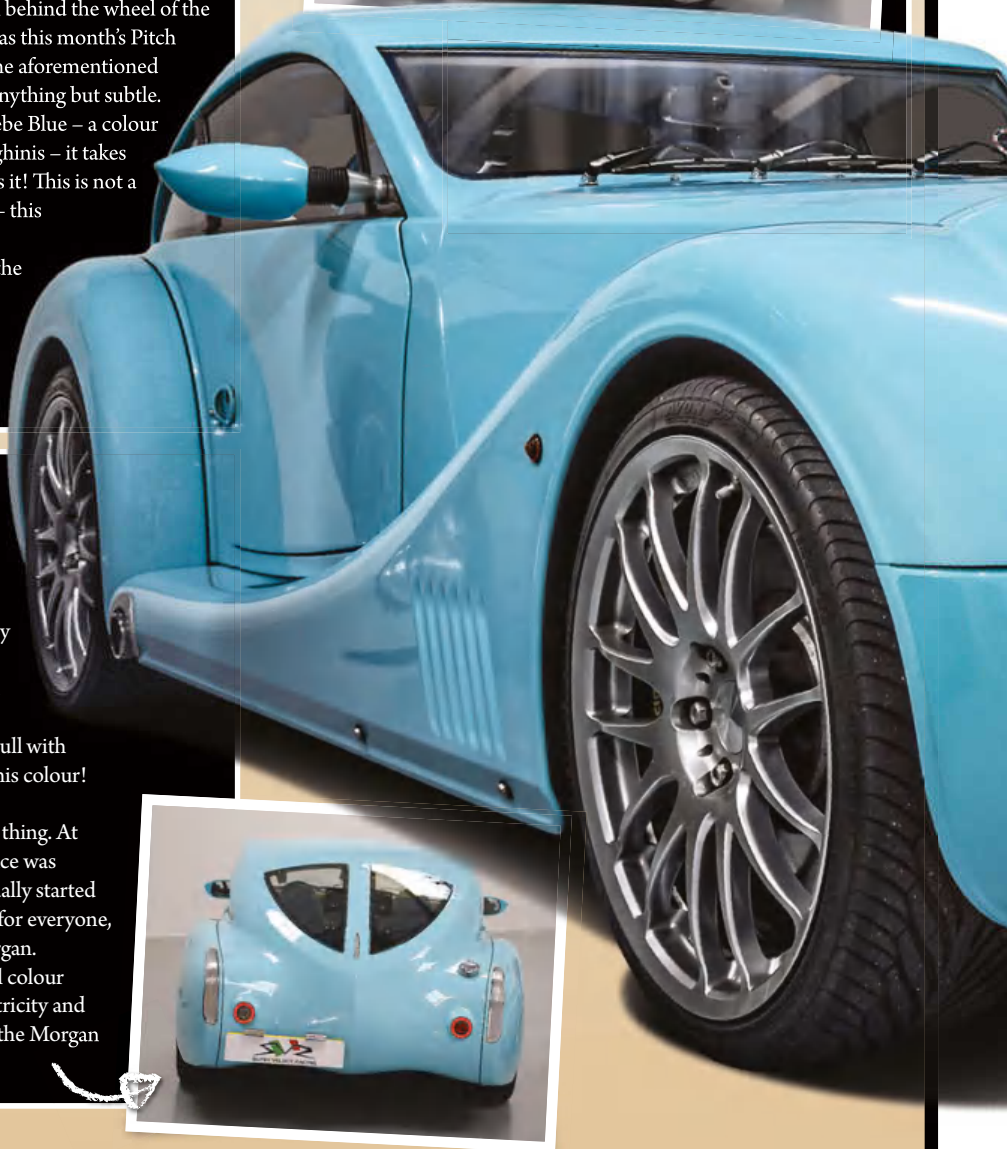
Imagine then, if we'd have been behind the wheel of the Aeromax you see here, serving as this month's Pitch Prowler. As we mentioned in the aforementioned story, the Aeromax is actually anything but subtle. When it's painted Celeste Phoebe Blue – a colour normally reserved for Lamborghinis – it takes the word 'subtle' and obliterates it! This is not a car for the timid or for the shy – this is a car that shouts about its presence, both visually and vocally. It's also a car that is, without any shadow of a doubt, one of a kind.

This is one of 19 right-hand drive cars built to this specification, according to the current custodians, Super Veloce Racing Ltd. Though the spec is superseded somewhat by the choice of colour. We don't know who owned this car from new, but you can be sure they would have had to have some pull with Morgan to have them paint it this colour!

That said, the colour isn't a bad thing. At first, everyone in the MOG office was "wow!" but after a while, it actually started to grow on us. Okay, so it's not for everyone, but then again, neither is a Morgan. However, we think this unusual colour builds beautifully on the eccentricity and willingness to be different that the Morgan brand has become famous for.

As you'd expect of a car of this ilk, it's been maintained to an incredibly high standard, irrespective of cost. The service history is a full Morgan affair and since 2008 it has covered just 20,860 miles. There is MOT until March 2016 and it's only had two owners during its lifetime, both of whom have cared for the car.

It's now in the hands of Super Veloce Racing Ltd, the owner of which is the second on the Aeromax's VS. It's now time to move it onto another home though, as the current owner believes that such cars should be experienced by many, not simply locked away and seen by a select few. That's an outlook we can get behind.





Inside, the bold colours continue with Muirhead Oxford Blue leather complete with sky blue piping. On paper it sounds a bit much, but when tied in with the brave colour of the car's exterior, it actually all works. Plus, as the car has just over 20k on the clock, it's all in mint condition.

However, while the interior and exterior hue might work together they might not work as a personal choice. While you could pay someone to change it all, it would be sacrilege to do so – this is a special car after all. As such, make sure the combination doesn't leave you feeling too blue!

While it might look all innocent and placid with its gentle shading, the reality is that this Aeromax has some serious bite, as hinted at by the vents and side-exit exhausts. With a 4.8 BMW V8 under the winged bonnet, this is one car that doesn't hang about. It's also open to a greater cross-section of drivers thanks to the fact it's been fitted with a six-speed automatic gearbox rather than a manual. As such, it's a great cruiser, too, though it can still put the big boys in their place thanks to a sharp stab of the throttle. The only downside, if we had to pick one, would be that it's not the most economical machine on the road. But really, you don't buy a Morgan for economy, and besides, fuel is cheap at the moment!



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It's an Aeromax, so you're going to have to do more than look down the back of the sofa. If you want this in your garage, you'll need to have **£125,500** at your disposal, which, given the rarity of the car, is a pretty solid investment. Not only will you get the car, you'll also get a 12-month bespoke warranty specifically designed for this car. To find out more, call Super Veloce Racing Ltd on **01628 521753** or **07496 702323**, or visit **www.svr.uk.com**

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Race Report

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AR Motorsport Challenge

Photography: Richard Gilbert and Tripos Media

2015 ROUND-UP

2015 was another strong year for the AR Motorsport Challenge, with fresh competition and familiar faces alike. The season kicked off with a double header at Snetterton in April in slippery conditions and a fantastic display of driver skill. Keith Ahlers took the win in both the first and second, but Will Plant was only a couple of seconds behind in both races.

Early May saw the Challenge series

go to Cadwell Park where we saw two ARV6s battle it out on track for the first time ever. An eventful race, we saw crashes, red flags and engine problems with Keith Ahlers taking a win again in his class. Other class winners included Henry Williams, Tom Andrew and Tim Ayres, all of whom drove fantastic races.

Next on the calendar was the American-style Rockingham track. NASCAR eat your heart out, the V8s rumbled and the concrete bowl rocked with Morgan power. The slight ➤



departure from the usual circuit style didn't stop Keith Ahlers from taking another win!

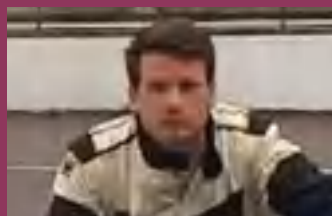
Spa Francorchamps was the following race and it attracted more than 50 Morgans! The Mogs flew Eau Rouge and sped through the forests, wowing the Belgian spectators. Drama came in the way of Roger Whiteside's Morgan hitting the barriers and bringing out the safety car, luckily no one was hurt. Top point scorers included Steve Donald, Henry Williams, Tom Andrew and James Bellinger. Back to England and the national circuit of Silverstone hosted the Mogs, with a 39-strong line up and dry, sunny conditions. The perfect conditions brought about very close racing, with some of the usual names claiming top of the podiums. The tight and difficult circuit of Brands Hatch brought heavy rain and some inevitable barrier rattling. No one damaged their cars too seriously

considering the terrible conditions, and the spectators were treated to plenty of tail-sliding action.

Oulton Park was next on the agenda, and provided a tight tussle between some of the front runners. Oulton's a twisty track with plenty of tight turns and, with the greasy damp surface, was home to some very close calls. Luckily, everyone made it home safe! ➤

"The tight and difficult circuit of Brands Hatch brought heavy rain and some inevitable barrier rattling"





Henry Williams - 2015 AR Motorsport Challenge Trophy Winner

1ST PLACE OVERALL // 1ST IN CLASS R

Race car: 4/4

Occupation: Morgan Dealer, Sportsman, Husband, new Father

Home: Bristol

Why did you join the Challenge

Series? My father had his first Morgan at 21. We have since then had Morgans all our lives and have been a Morgan dealer for many years. About 2009, I saw a Morgan

race and thought "I want to do that." In 2012 we built our first Morgan racecar and have been developing the car ever since. It's great to race and test it against other cars in the Challenge. The series is a fantastic amount of fun with some great people in it.

Competition experience: Racing go-karts when I was younger. This helped me gain experience in the fundamentals of racing, which I could

transfer to racing Morgans.

What other cars do you race?

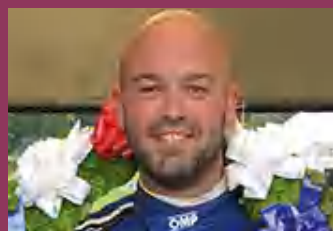
A 1979 Morgan Plus 8 and a 1965 FIA MGB with a customer, doing endurance races.

Regular supporters and pit crew:

Lawrie and Rob, my two race technicians, join us at each race along with friends and family.

What other cars do you own: An old, beat-up Saab.

Other interests: Any sports, playing guitar, speed boats, classic car racing.



Tom Andrew - 2015 AR Motorsport Challenge Trophy Winner

2ND PLACE OVERALL // 1ST IN CLASS D

Race Car: Aero 8

Occupation: Property Developer

Home: Wirral

Why did you join the Challenge

series? I had my first taste of the Morgan Challenge back in 2011, when we took our Aero 8 GT to Snetterton for a one-off guest appearance. The weekend didn't pan out so well as our GT was not suited to cut tyres at all, being set up to race on full slicks, but we had a good impression of the Challenge and when the decision was made to compete in a full season championship, it seemed the logical place to get back into an Aero 8 and see how far up the grid we could take it!

Competition experience: After a little karting in my younger days, I began racing cars in 2009 in the VAG Trophy driving a SEAT Leon Cup car, winning the championship in my first season. The following season I entered the GT Cup in a KTM XBow where we won the Class 3 championship, whilst also receiving the Leadley Driver's Driver award. Following this success we opted for another season in the GT Cup, this time in a Morgan Aero 8 GT, winning the Class 2 championship and finishing third in the overall championship. I've also been lucky enough along the way to compete in one-off events in other cars such as a Golf MK2 GTI, Porsche Boxter, Porsche 996, Lotus Cortina and a 1965 Alfa Romeo Giulia.

What other cars do you race? Whilst our main focus this year is on the Morgan Challenge, I am also racing one-off events in historic cars, mainly our Lotus Elan 26R and Alfa Giulia. There is a very temperamental 1994 Alfa Romeo 155 Super Touring Car in the garage, which I attempt to race whenever the wheels aren't exploding at Copse or finding massive fuel leaks a week before Silverstone Classic!

Regular supporters and pit crew:

Paul Andrew (father), Leigh Pratt and Jan Van Neiroop from J&L Auto Techniks.

What other cars do you own? BMW 3 Series

Other interests: Playing guitar, snowboarding/skiing, wakeboarding.



Tim Ayres - 2015 AR Motorsport Challenge Trophy Winner

3RD PLACE OVERALL // 1ST IN CLASS C

Home: Dorset

Occupation: Director of Rutherford Engineering and New Elms Morgan Workshop

Racecar: Plus 8

Why did you join the Challenge series? Soon after we acquired New Elms and the Rutherford Engineering business we realised we needed a car

to test parts on, so we entered into the official Morgan racing series. In 2011 we won the series, and we've been quite successful this year, too, winning our class with 100% reliability.

Competition experience: I have experience trialling and hill climbing, but my first race was in 2010. All my track experience has been within the Morgan Challenge.

What other cars do you own? A

Toyota Landcruiser for towing, a Golf diesel as a runabout and a 1986 911 Carrera for a bit of fun.

Other interests: Travelling, food and gardening – although perhaps that's more of a chore!

Regular supporters and pit crew: Darren Bunn and Tom Edwards, my technicians, and my wife Chrissy.

Off to the East Midlands, and Knockington Park was the setting for the ultimate race of the season. The Morgan Challenge hadn't raced on the P circuit since 2001 and the drivers were itching to get out on track. After an unusually long scrutineering due to high numbers, everyone set off. Henry Williams and Tim Ayres had a long battle, with Henry just beating Tim to the line. With one race to go, the current leaders Tom Andrew, Henry Williams and Tim Ayres took class wins.

Back to Snetterton, and the final race of the season, Tom, Henry and Tim had to hold on to their positions in the table. Tony Hirst followed Tom Andrew closely, fighting hard. Tom finished 0.3 seconds ahead, securing the class-leading position. Both Henry and Tim finished on a high to leave the overall standings as: 1st Henry Williams, 2nd Tom Andrew and 3rd Tim Ayres. **MOG**

Our many thanks to Katy and Andrew Thompson for their sterling reporting throughout the year!



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Timeline

The early 1920s marked the pinnacle of cyclecar production in Great Britain, but having survived the attacks of the War, Morgan then came under attack from the competition who were hot on their heels making well-priced four-wheelers, and to make matters worse, by the end of the decade an unprecedented global economic Depression had settled in. Martyn Webb reports on some tough times for Morgan and the motor industry of the era.

IN COMPETITION

The Morgan Motor Company had emerged from the devastation of the First World War in a relatively healthy state, thanks to lucrative munitions contracts. Despite Harry Morgan's discomfort at making profits from the War, the success of these activities during the conflict ensured strong foundations which allowed the business to grow rapidly when peace returned. Two new workshops (Rows 3 & 4) were added in 1919 to the original couple of pre-war buildings in Pickersleigh Road, and to meet the ever-increasing demand for affordable vehicles in the early 1920s, further workshops (Rows 5 & 6) appeared in 1922. Such was

the demand for Morgan cars at that time, the whole of the 1921 production had been sold before the end of 1920!

The War had given many servicemen their first taste of motorised transport and therefore the desire to acquire their own machine. It has to be remembered, however, that at this time conventional cars were still prohibitively expensive for most ordinary families, but Morgan's cleverly designed cyclecars were within the budget of many and therefore proved very popular. This success resulted in a profit of £28,573 in 1920, steadily rising to a peak of £40,851 in 1923 with

approximately 2,000 vehicles being built that year.

1922, however, proved to be a devastating year for the cyclecar industry when Herbert Austin launched his iconic Austin Seven. The average family could now afford a proper four-wheeled car rather than the primitive and sometimes bizarre contraptions previously available, and many cyclecar makers were, literally, driven out of business. Morgan was one of the few to survive, mainly due to the car's sound engineering design, its reputation for reliability, and the impressive performance which endeared it to the sporting motorist. The Austin Seven couldn't

"Such was the demand for Morgan cars at that time, the whole of the 1921 production had been sold before the end of 1920!"



The despatch bay in the south end of Row 5.



One of the first post-War additions to the Morgan range was the Aero model, developed from the special-bodied Grand Prix supplied to flying ace Capt. Albert Ball, and named to reflect this aviation connection.

1920-1930

"1922, however, proved to be a devastating year for the cyclecar industry when Herbert Austin launched his iconic Austin Seven"

compete on price and, with a few exceptions, with the performance of a Morgan, and so the Malvern factory continued to prosper. The Austin Seven did, however, dent the Morgan's success and production never again reached the heights of 1923.

Technically, Morgan's machines remained true to original concept throughout the decade, with the simple twin chain, two-speed transmission arrangement but no reverse gear. Minor changes were made to the chassis to strengthen the structure and cope with the additional stresses imposed with the more powerful overhead-valve engines. Front brakes became an

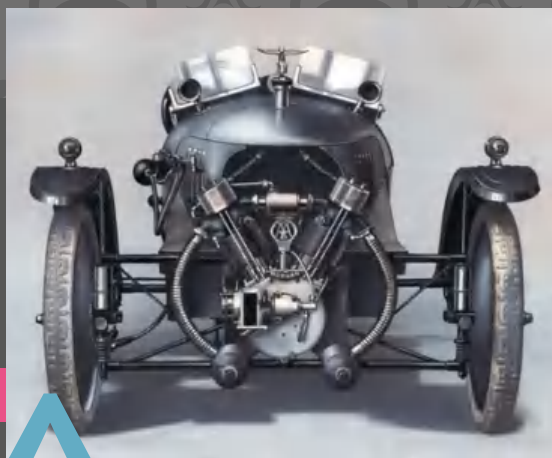
option in 1923 and separate larger bore exhaust pipes replaced the chassis tube arrangement to allow for better engine breathing for the sporting models.

Alternative engines were sourced and whilst JAP proved to be the most popular, Blackburne and British Anzani V-twins were also used in significant numbers.

By 1926, the Grand Prix model was looking somewhat out-dated and was dropped from the range. The Aero model continued to impress with many sporting victories and a keen following amongst motoring enthusiasts. Production remained consistent throughout the mid-1920s at approximately

1,500 cars per year until 1929, when the economic downturn started to take effect and by 1930, just 786 cars were built, with profits down to £4,000 that year.

To revive Morgan sales, a new flagship model appeared in 1929 with the introduction of the Super Sports Aero and whilst this high-performance model was an instant success on the open road and race track alike, the continuing deterioration of the world economy meant that it had little effect on the factory's fortunes. Morgan, like many other manufacturers at that time, approached the 1930s fearing the worst.



This re-touched publicity photograph shows a 1924 Morgan Aero fitted with the alternative British Anzani CCW engine and featuring various optional goodies such as the scuttle ventilators and the Boia Constrictor snake horn.



The new Super Sports Aero seen here illustrated in the 1929 Morgan brochure.

AUSTIN SEVEN BRILLIANCE AND THE DEMISE OF THE CYCLECAR

The appearance of the Austin Seven in 1922 completely transformed the idea of simple, affordable motoring for the average family. Whilst Morgan and other cyclecar manufacturers had provided the means for rudimentary mobility, these machines were, in reality, little better than a motorcycle and sidecar combination. Morgan's Runabouts were better than most

and the introduction of the four-seater model in 1919 had at least provided transport for a family of four. They still, however, lacked the sophistication of a conventional car. The Austin Seven was different. Built by a recognised and reputable motor manufacturer and based on contemporary motor car principles with a four-cylinder engine, it was a proper car rather than a motorcycle-derived pastiche. Not only did the

Austin Seven attract an entirely new class of motorist, it caused cyclecarists to abandon their machines in favour of the "Baby Austin", as it became known. In reality, the Austin Seven was not much more sophisticated than the better cyclecars, but the Austin was perceived as a 'real' car and as such, destroyed the cyclecar industry other than a few of the more established firms such as Morgan.



The 1922 Austin Seven; the first proper car for the average man.



By 1930 the Austin Seven dominated the light car market, tempting buyers with idyllic scenes of motoring such as this cover from the Light Car magazine of the period.

Motor racing resumes at Brooklands after WW1		The Motor Car Act taxes cars in Britain at £1 per RAC horsepower		The Austin Seven goes into mass production	
Republic of Ireland gains independence		Production of the new Bentley 3 litre sports car begins		Ford produce more than one million Model 'T's	
25th September - Malcolm Campbell sets a new land speed record of 146.16 mph		Cecil Kimber builds his first MG in Oxford		Benito Mussolini gains dictatorial powers in Italy	
1920	1921	1922	1923	1924	1925
Aero model introduced	Major technical improvements made to Morgan cars	Pickersleigh Road factory workshops Rows 5 & 6 built	Blackburne and British Anzani engines offered as an option	Morgans banned from racing against four-wheelers at Brooklands	Morgans take numerous world records in their class
Front wheel brakes offered as an option on Morgan cars					

MORGAN FAMILY

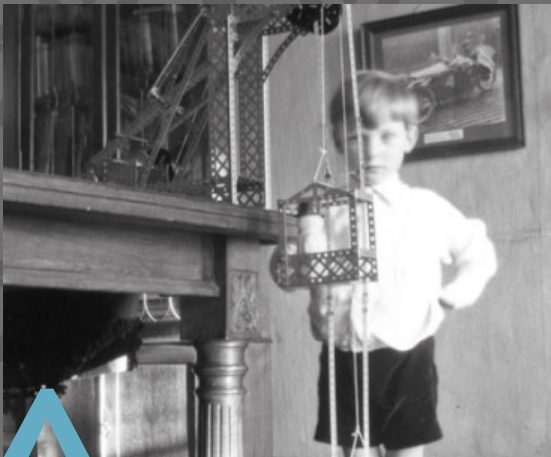
Quite apart from Harry Morgan emerging as one of the most innovative engineers of the period, the 1920s were also the formative years of the next generation: Morgan's only son Peter. Born on 3rd November 1919, Peter and his four elder sisters were raised in the family home alongside the original factory workshops in Worcester Road. It was clear from an early age that Peter shared his father's fascination with engineering.

One of the few photographs of the boy taken in the early '20s shows Peter playing with a Meccano crane constructed, no doubt, with the enthusiastic help of his father.

Many years later Peter recalled this happy family home and the constant background noise emanating from the adjacent workshops. He would sometimes accompany his father through the works, intrigued by what he perceived to be simply a bigger version of his own Meccano set!

In 1925 the family moved to Fern Lodge; a large elegant residence a few hundred yards further up Worcester Road. Peter attended the Link School, a rather elaborate red brick building, formerly the railway station hotel, situated immediately behind the family home.

Many years later, Peter would succeed his father as managing director of the family business and became one of the most highly respected figures in the British motor industry.



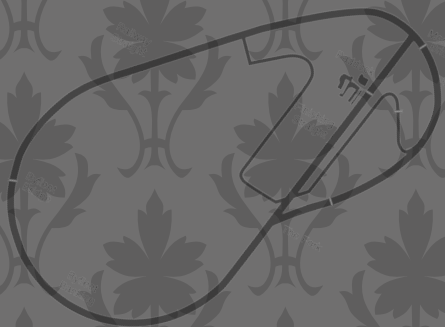
Peter Morgan in the dining room at Chestnut Villa with his Meccano crane, c.1923.



Peter Morgan, seen here aged 11 posing for the camera with his team mates in the 1931 Link School football team (Peter is in the back row, far left).

- In London, the General Strike and resultant marches bring traffic to a halt
- Bentley wins the Le Mans 24 hour race, the first of four consecutive victories
- 19th February - Malcolm Campbell raises the land speed record to 206.96 mph
- Production of Ford's Model T ceases
- All women over 21 years of age get the vote
- Wall Street Crash in USA
- Veteran Car Club formed following the London to Brighton Run

1926	1927	1928	1929	1930	
Grand Prix model discontinued		Aero Super Sports model announced at the Olympia Show	New strengthened 'M'-type chassis introduced at the Olympia Show	Pickersleigh Road factory workshops Row 7 built	
MCC ban trade members competing in trials, preventing HFS Morgan competing		Standard Runabout model discontinued	Gwenda Stewart makes her debut racing a Morgan at Monthléry, Paris	Gwenda Stewart takes several international records at Monthléry	



BROOKLANDS

The 'autodrome' at Brooklands had, ever since its opening in 1907, been a valuable proving ground for Morgan cars. Morgan's record-breaking exploits in 1912 and subsequent race victories had established the marque as one of the major players in the industry. Throughout the 1920s, Brooklands attracted ever-larger crowds to witness the exploits of intrepid racers such as EB Ware, Douglas Hawkes and Harold Beart, to name but a few, whose successes did much to promote Morgan cars.

Ware and his mechanic, however, suffered a serious

accident in the 200 Mile Light Car Race in September 1924, and although they recovered from their injuries, Ware would never race again. The authorities used this as an excuse to ban three-wheelers from racing against four-wheelers and subsequently Morgans would mostly race in motorcycle events.

Despite these restrictions, Morgans continued to impress on the banked Brooklands circuit. One of the most spectacular Morgans to appear at the track at that time was Harold Beart's much-modified and streamlined racer. This extraordinary machine,

built in the mid-1920s and, adopting many features from the aircraft industry, proved very successful and took several international records. Beart achieved a flying kilometre at a speed of 104.68mph in August 1925, making it the fastest un-supercharged car in the world under 1500cc.

Morgan cars continued to dominate the cyclecar and motorcycle combination classes at Brooklands throughout the 1920s, further enhancing the marque's reputation with the sporting motorist. **MOG**

"One of the most spectacular Morgans to appear at the track at that time was Harold Beart's much-modified and streamlined racer"



EB Ware with his JAP II racer in the pits at Brooklands during the 1921 Cyclecar Grand Prix.



Harold Beart's extraordinary 1925 record-breaking Morgan.



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IN THE WORKSHOP

This month it's a tale of restoration from the team at Melvyn Rutter, with a beautiful 1974 coming back from the brink. After all, a Morgan never dies, it gets rebuilt!

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Thanks to their long history, Morgans are still coming out of the woodwork, and the car you see here is a perfect illustration of that. Here is a 1974 example that has been used as daily transport by its doctor owner for almost four decades.

The car is a 1974 Plus 8 that had a Rover 5-speed gearbox conversion approximately 25 years ago. At that time, it underwent some other work, too. This consisted of the body being rebuilt using the original chassis, which was then re-sprayed in metallic gunmetal grey.

However, in those 25 years since, time hasn't been kind to the old girl. The car was recently delivered on a transporter to Rutter's, looking very much worse for wear. The chassis was probably past its best by at least five years, so the only solution was to have a new chassis, new stainless steel bulkhead and inner wings, all as the foundation for a 'ground up' rebuild.

Melvyn Rutter Ltd are quite used to rebuilding Morgans, having been in this business for 39 years, and during that time the team there has earned a worldwide reputation for quality,

attention to detail and expert knowledge concerning all matters Morgan. Basically, just what this poor, tired Plus 8 needed!

Whilst all this was underway, the brakes, steering and suspension were overhauled with new components and the bodyframe had minor woodwork repairs. The car had all the paint stripped from its metal panels before being re-finished in the same shade of metallic gunmetal grey.

All was going well until an unusual request came in, though as we're talking about a Morgan, is anything really 'unusual'? It was



the doctor who made the request after visiting one day with a pair of knee-length brown boots. That in itself was strange, but it all made sense when he requested that the interior leather of his Morgan be of similar colour and finish.

This presented quite a task as the nearest leather Rutters could obtain was made by the Scottish firm of Andrew Muirhead, who were reluctant to even supply it. The reason they gave for not wanting to share was the fact they could not guarantee an exact colour match for each hide.

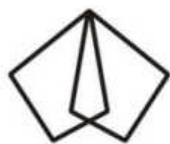
The only solution was to buy

four hides instead of three and, by careful cutting and sewing, hope to achieve a very good result. It took some doing, and many hours were spent making sure it was as perfect as could be. Thankfully, care of skilled hands and a 'no rush' approach, the end result was more than satisfactory.

Elsewhere on the car, the dashboard centre metal panel was a one-off special 'engine turned' piece that will have metal toggle switches fitted instead of the original black plastic rocker ones. The instruments will be fully overhauled by the Rutter in-

house instrument department and completely re-wired with a specially made loom, as the originals for this model are no longer made and the original loom is by no means serviceable.

As fingers hit the keyboard in the writing of this, the car is still very much an on-going project, but it's one that the team at Melvyn Rutter hope to have completed by August 2016. If the standard of work so far is anything to go by, it's a safe bet that the doctor's Plus 8 is going to be one of the finest on the road when it's done, complete with bespoke leather trim, no less! **MOG**



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BADGE OF HONOUR

Military regalia, coins, family crests, buttons, cufflinks, ribbons and car badges. Some companies are hard to pin down, covering so much ground it's near impossible to pigeonhole them. Toye & Co is one such company, and they've been around long enough to be master of all their trades. James Ball headed to two of their Midland factories to find out more. >



"From Malvern to Minnesota, seemingly everyone has had a Morgan badge made by Toye"

Morgan have been around for a fair old time, more than 100 years, but Toye has been in their trade for an incredible 300 – and it's still family owned and run. Established in 1685, the company has continued to expand and diversify, yet stay true to its heritage.

Originally, Toye produced lace and embroidery, which soon included gold wire and ribbon making. Each generation of the Toye family added their own elements to the company and soon Toye was enamelling, stamping and engraving.

In the heart of Birmingham's historic Jewellery Quarter is Toye & Co's metal work manufacturing operation, while the firm's textile production takes place in Bedworth, once the home of Britain's weaving industry.

I was given a tour of the Birmingham and Bedworth factories by great, great, great etc. (you get the idea!) Grandson Freddie Toye himself. Freddie is Head of Sales and manages Toye's London office.

"I'm immensely proud to be a part of my family's company," Freddie states, and



it's clear to see. As he walks around the Birmingham factory, he shows me each product with such enthusiasm, and greets all the staff by name. There's certainly no cold corporate atmosphere here.

Starting in the design room, the first thing that caught my eye was a print out of Morgan badge designs. "This wasn't planned!" Freddie laughs. The Morgan theme continued as we made our way into the manufacturing room, where fabricator Jim Baker revealed a huge collection of Morgan badges Toye have produced over the years.

It's an impressive collection. From Malvern to Minnesota, seemingly everyone has had a Morgan badge made by Toye. We spotted the familiar Three Wheeler Club logo and discovered that Jim Baker is a member, owning an early three-wheeler!

Jim reveals a coin produced in memory of Peter Morgan, and shows us the clay model he had made for the piece. The intricacy is astounding; every detail is reproduced from a photograph into clay, and then into a metal die.

Getting to work on the latest design, Jim works with precision, using a combination of age-old techniques and more modern machinery. “We have a few CNC machines,” Freddie admits. “But we use them in conjunction with traditional skills – the reality is that most of the work done here relies on our talented craftsmen and craftswomen.”

The variety of products is breathtaking: cufflinks or cuff buttons, dress studs, collar bars, stiffeners, tie slides, brooches, money clips and key rings to name a few seen around the factory. With so many products, how do you begin to explain the business to a customer? Freddie admits it can be a challenge, “Often people don’t realise just how broad our range of products is, we’re not just a badge maker, or hat maker.”

In an age where niche and specialist markets are doing well, perhaps it makes sense to slim down? Freddie thinks Toye have got it just right: “Our asset is our wide

ranging skills, we’ve got such a great workforce, many of whom can work across different areas of the business. It seems wise to utilise their talents, across all areas.”

If it requires metal and fabric, the chances are Toye can make it. As such, Toye & Co provide a complete service from design to finished product. Freddie explains the process, “Customers don’t always know exactly what they want, they come to us with an idea. And as many of our items are bespoke, they don’t have anything physical to work off. We’ll sit down and have a discussion, then produce some designs and work through ideas.” ➤

“If it requires metal and fabric, the chances are Toye can make it”





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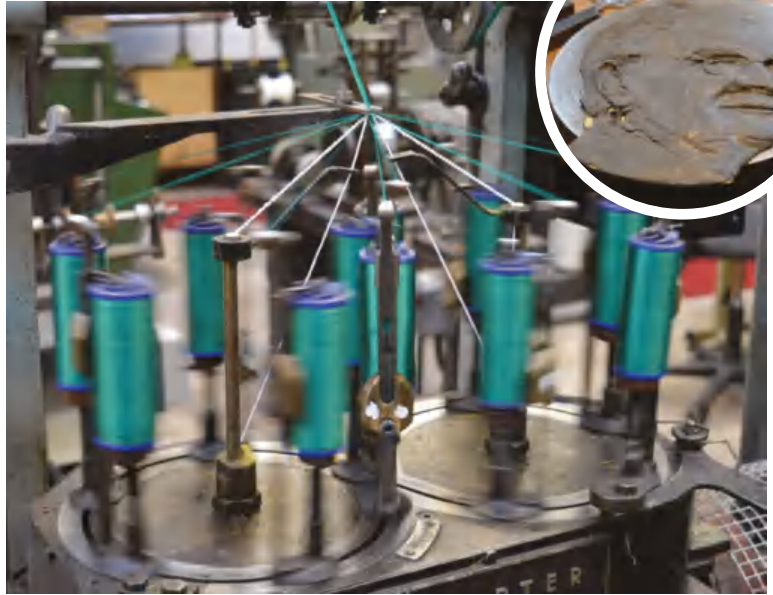
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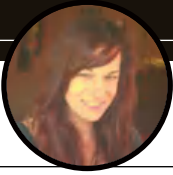
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"Say a customer orders a memorial coin, for example, to commemorate someone who's passed. We might need an image to work from, then we'll discuss materials and finishes. Many of the items we produce are very personal, and price isn't the first consideration. We'll create what we think would be best, then if price becomes an issue, we can work with a customer to bring down the cost."

As well as working for individual customers, they often provide large orders for companies. Toye also hold a Royal Warrant from Her Majesty the Queen as supplier of gold and silver laces, insignia and embroidery, and were commissioned to manufacture the medal presented to serving personnel in celebration of the Queen's Diamond Jubilee. ➤



INTERVIEW WITH JIM BAKER



Tcherek Kamsta is a Morgan badge designer from San Francisco, you may recognise her recent Hawaii and Nepal badges showcased at Morgan's Thrill on the Hill. Tcherek sends her designs to Toye where Jim Baker produces the badges. As a badge designer herself, Tcherek quizzes Jim about his trade:

This is a very specialised field of expertise. Tell me about what brought you into the creation of badges? And what brought you into the world of Morgans?

I saw my first Morgan, a mid blue, flat rad 4/4 as a toddler circa 1943 and never forgot it. I joined the Morgan Three Wheeler Club aged 18 and bought my first Morgan, a 1932 Super Sports, the following year. Since then I have had many more three-and four-wheeled Morgans, often both at the same time. Thanks to a generous friend, I am still Morganing around in a 1935 Super Sports.

The old Morgan Three Wheeler Club badge was a sand cast aluminium affair of truly abysmal quality. As an apprentice lettercutter and diesinker I did my best to tidy up the faults, but it was still awful.



I went self-employed in 1967 in partnership with an enameller and painter on gold and silver and we made a few tentative attempts at manufacturing badges and jewellery including 1" sports centres for MTWC trophies and awards.

Can you describe the first badge you made?

The first car badge was, on my own initiative, for the Three Wheeler Club, a remake of the green triangle but with nice balanced lettering and a head on view of a JAP-engined Super Sports with fine detail, including being able to tell which cylinder was on compression! Although I had made this without club authority, once I had made samples the club couldn't refuse and well over a thousand have been made. This led the Morgan Club de France to my door, followed by the MCCDC.

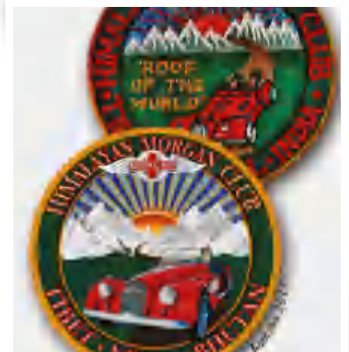
What design are you most proud of?

Difficult to say but the 75 Years of Morgans that I designed and made for the factory is very special.

Which designs produced by others strike you as particularly well done?

Number one has to be the first Morgan Sports car Club of Japan badge. A truly exquisite badge in design and execution with its gilt, pierced frame and small white enamelled Morgan wings. I do not know who designed nor who made it – I assume it was made in Japan. In my view it's the best car badge of all.

Tcherek's designs can be seen at www.morgancarbadges.com





"We produced the uniform badges and medals for the recent Suffragette film"

Over in their Bedworth factory is where the ribbon and fabric side of the business is located. Toye actually produces its own ribbon, from silk and newer polyester materials. Incredibly, they still own and regularly use a weaving machine that's more than 100 years old.

Freddie shows me some examples of military caps and sportswear. For a time, Toye produced the socks for some of the top football teams. Today things are more automated in this department, and many schools use Toye to produce school-branded PE wear.

"We've also had some involvement in film," Freddie says. "We produced

the uniform badges and medals for the recent *Suffragette* film. Interestingly, we initially produced them just as they would have been originally, but they were deemed too shiny, so we oxidised them for a more vintage feel."

Very few companies can boast such a vast catalogue of products, taking on such a wide range of jobs, and still keeping such a clear focus. Toye has retained its solid identity due to the continuous production of high-quality products, its 300-year history and its royal endorsement, but the single most impressive quality is that it's still a family business.

The key for any business that relies on traditional skills is to pass on and retain them. "We have an apprenticeship scheme in place with the local school," Freddie explains. "The pupils can come and have a tour of our factory, and a select few who really enjoyed their visit can come back. The hope is we'll be able to inspire a new generation of craftspeople."

With inspiring and talented individuals such as Morgan man Jim Baker, we're sure the next generation will catch on. Toye deserve a medal for their contribution to British manufacturing, the trouble is they'd probably have to make it themselves! **MOG**

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IN THE COCKPIT WITH



Tony and Silvia Griffin

Tony and Silvia have always loved Morgans, having previously owned a 3 Wheeler, but a certain lack of protection from the rain prompted them to change model! We caught up with them at Thrill on the Hill to find out more about this fairly rare Mog.

When did you get this car?

We've had it about three years, prior to that we had a 3 Wheeler, but we were tired of getting wet, so we bought this! It's a Plus 4 four-seater. When we had our 3 Wheeler we took it to France, got wet, sold it to a Frenchman, came back, went to Allon White's and bought this!

It's an unusual colour, tell us more:

Well, it was registered in 1987 painted ivory initially, but legend has it a journalist went to Peter Morgan and said: "It's a lovely car, but it's a shame about the colour!" Consequently it was re-sprayed. It's not a Morgan colour, but it is a nice colour. This car in particular has a certain amount of provenance. Its build started in 1984 when they reintroduced the Rover engine and Morgan built two prototypes over the next couple of years, a two-seater and this one. It was launched at Brands Hatch in 1986.

Have you made any changes to the car?

It's totally unmodified. It's coming up to 100,000 miles and I'm sure it'll do many more just fine!

Can you sum up your car in three words?

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The Haynes Museum, located in beautiful Somerset, is a place we feel is well deserving of the 'Meccas' title. Although it doesn't necessarily have the historical weight or the thrills of somewhere like Le Mans or Monza, it's the perfect place to visit during the winter months – especially as motorsport is practically non-existent throughout these darker days!

The museum is the brainchild of John Haynes OBE, the founder of the Haynes Publishing Group. He had hoped that his museum, established in 1985, would run alongside the production of his manuals – the Haynes manual is something of a bible amongst car mechanics and has attained an iconic status.

More than simply 'run alongside' his publishing business, the museum

has since grown into an impressive collection of more than 400 cars and bikes. Not just a static display, Haynes is a living, working museum full of classics. Bentleys, Rolls Royces, MGs and even some more modern exotica,

such as the Jaguar XJ220, Haynes is a well-stocked collection.

The working side of the museum is the MOT and servicing, where Haynes specialise in Jaguars and Land Rovers. All the cars on display are





driven several times a year, too. Albeit a sedate amount of activity, with exhibits continually moving around and cars still working, it helps prevent the museum feeling stagnant.

The exhibits at Haynes are some of the best, and one that is particularly eye-catching is the 'Red Room', a hall filled with a plethora of bright red sports cars, including a 1966 Ford Mustang Convertible and 1959 Austin Healey 'Frogeye' Sprite. A couple of these red beauties hold some serious historical value (and financial no doubt!), being driven by Michael Schumacher and Sir Stirling Moss.

There are plenty more iconic cars throughout the 10 display halls, each with its own distinct theme. You can start at the Dawn of Motoring exhibit, and work your way through to Supercar Century – from cyclecars to Dodge Vipers. It's all good fun and laid out in a logical manner, with plenty of props and decent lighting to keep things looking their best.

If, like us, you like things a little vintage in flavour, check out the Veteran and Vintage collection. It's packed with some real gems, such as a 1905 Daimler Detachable Top Limousine and 1903 Darracq Type L –



"THE HAYNES MANUAL IS SOMETHING OF A BIBLE AMONGST CAR MECHANICS AND HAS ATTAINED AN ICONIC STATUS"

the little 1.1l 8bhp Darracq is a quaint reminder of just how far the motorcar has come. There's also a British Marques collection, in which we did spy a rather nice Mog!

A couple of real stunners include a Jaguar E Type and AC Cobra, both pristine examples of Britain's best design and engineering. There's a large

collection of impressive American cars, too, including the jewels in the crown of Haynes – the V16 Cadillac, and the multi-million-dollar Duesenberg.

If you lust after more excitement, the museum hosts driving experience days, where you can get to know some seriously high horsepower beasts such as the Nissan GTR or Ferrari ➤





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California – check ahead on their website for dates. Keep an eye on other upcoming events, too – Haynes like to host breakfast clubs and car club meets.

Clearly, for the motoring fanatic there is plenty to keep you entertained, but what if there's a family in tow? Thankfully Haynes has that covered, with some of the best children's play areas we've seen at a museum – Motorland!

There are go-karts, diggers and even a soft play area all waiting for

youngsters in the motor-themed family entertainment zone within the grounds of the museum. If you're feeling peckish there's a decent cafe serving meals, snacks and drinks all day. If you're visiting over the Christmas period, until the 23rd December Haynes will be holding a Christmas fair with a fun trail and activities.

Back in 2011, Haynes underwent a £6 million museum extension, renovation and refurbishment project, and it's clear they've put it to good use.



The completely refurbished exhibit has only been open for just over a year – the entire museum frontage has been extended and replaced with new exhibits, so even if you have been to the museum in the past, it's well worth another look.

Alongside the traditional halls, there are interactive displays and even virtual reality exhibits. Haynes has truly modernised its approach, providing a great family day out whilst still keeping its focus on its collection of some of the rarest vehicles in the UK.

With decent prices and plenty to offer, it's a great place to visit over the Christmas holidays. Wrap up warm, drive down in your Mog and enjoy! **MOG**

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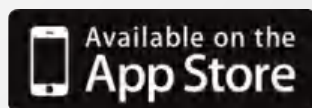
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MANILA MOTORING

All the way from the Philippines we have a tale of a journey across the stunning islands – the Tour of Cebu. Beautiful beaches and palm-lined roads make for perfect Morgan cruising. Philippines resident, Oscar Medalla, recalls his experiences island hopping in his 3 Wheeler.



The PACE Car club, a group of sports car collectors and enthusiasts from Cebu City organised this yearly event, with the inspiration coming from the famous Mille Miglia road race from Italy. It took place in October 3-5 and covered 1,000 kilometres across the southern Philippines, also known as the Visayas islands, covering the cities of Cebu, Dumaguete and Bacolod. The Manila Sports Car Club (MSCC), of which I was a member, along with other buddies in the club, was invited to join in this event, and it was a privilege to be part of this group, and to experience what would be called the Tour De Cebu.

Participation in this event was by invitation only, and they would scrutinise the entries that were sports cars, or cars made before 1972. It was an honour for the Morgan 3 Wheelers, which were included in a special guest category, to be invited. The organisers were excited to see it run and perform in this very special event.

We had to ship the cars way ahead of time from Manila to the City of Cebu, which would take about a day, and we arrived in Cebu a day before the event on a flight from Manila, which takes an hour only. It was a well-planned event, with hotels booked in the different places we would stay. There was also a welcome party, and a Concours d'Elegance, held



in the spirit of the famous Concours d'Elegance in Pebble Beach, California. They had various cars, such as a Ferrari Dino, Lotus Esprit, Jaguar XK-120, Jaguar E-type, Chevrolet Corvette, Porsche, and many others. The highlight of the day was a formal dinner and cocktails: all guests were to dress in period attires with a live band, and awards given to the cars deserving to be the best in the show.

The next day was the Tour de Cebu, starting from one of the parks in the city. There was a big crowd, a starting podium, and a place where all the cars lined up, along with various sponsors,



media, including CNN Philippines, and also a few local celebrities. It was a festive atmosphere, and all the cars were briefly described and started on a podium to start the Tour De Cebu. There were around 30 participants, of which there were 2 Morgan 3 Wheelers, also with me was my friend, Michael Aguilar, as well as a back up of support crew, car carriers, ambulances and marshalls.

The first leg of the run consisted of scenic small towns, winding roads and beautiful views of the mountain and the sea. We crossed by ferry to another island after a few hours drive, then drove to Dumaguete, where we arrived around 5pm in the evening. It's a nice city, overlooking the sea, with quaint restaurants and home to a famous university. We stayed there overnight, and the next day we had to drive early to Bacolod. We woke up early and were flagged off by the marshalls at 7am, on the starting grid. This was the beginning of the second leg.

We drove along endless stunning, traffic-free roads, through the countryside with beautiful mountain scenery, past the sugar plantations, and



the beautiful city of Bacolod. The organisers had a wonderful dinner prepared for us, and after the cars were checked by the mechanics, we had to prepare for the next day as we would go back to Cebu City.

The next day was the final leg of the tour. We again started early, and were welcomed by beautiful roads, driving through small towns, with a winding drive past a mountain, down to San Carlos, which was the final stretch of

the tour. After arriving and registering with the marshalls, we had a good brunch, and then were to take another ferry back to Cebu City. It was a good three hours on the boat, a chance to rest and chat with friends. When we reached the outskirts of Cebu Islands we drove back to town, finishing with a beautiful dinner, which we ate whilst the organisers showed us highlights of the run, and an invitation to have an even bigger event next year! ➤

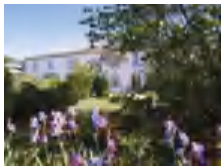




Cottages and Classics



Luxury Holiday Cottages, B & B accommodation, Classic Car Tours and Classic Morgan Hire in the Charente Maritime, South West France

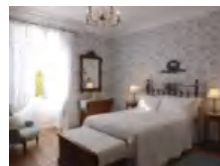
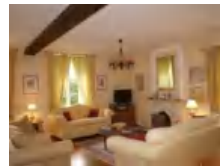


La Rose des Vents, an elegant 4 star manor house & luxury holiday cottages, with heated swimming pool, set within 2.5 acres of gated grounds in the heart of the Charente Maritime, specialising in holidays for the discerning classic car owner. Surrounded by vineyards and sunflowers, yet just 15 minutes from Cognac and within easy reach of the Atlantic beaches, Bordeaux La Rochelle and the chic Il de Re.

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I would like to say it was an experience I will cherish and will never forget, to be with fellow car enthusiasts, and to enjoy the road with so many other sports cars, truly, everyone had fun. The Morgan 3 Wheelers performed well, in various road conditions.

The local folks were amazed to see the Morgans, and we got a lot of cheers as we passed by or stopped to get some fuel. We were even told it looked like a plane

without wings to our delight! I would like to thanks our friends from Pace Car Club, their president, Red Durano, along with Kenneth Cobonpue, Jay Aldeguer, Christ Tio, Glenn Soco, and many others, also to our club, the Manila Sports Car Club, represented by our chairman, Andy Sta. Maria, along with Sophie De Los Santos and many others....a special thanks to Dennis Glavis, of MorganWest for his valued support. Happy motoring! **MOG**



PERFECT PARTS

Last month we looked at what's involved when it comes to getting the colour on the panels of a Morgan. This time, we see what goes into making those panels look perfect – it's time for final finish.



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Spraying on some paint may make a huge difference to the overall look of a Morgan, but it's the final finish – the art of ensuring perfection within that paint – that really makes a difference. It's down to talented, time-served staff who have earned 'the eye' for detail through a three-year apprenticeship, like Chris Whitehouse and James Pockett, to make sure the paintwork looks its best from bumper to bumper. They pore over every inch of every Morgan that comes through the factory, and they make sure the paint is free

of flaws before finally signing the car off, in terms of the visual elements at least.

First of all, the rolling chassis and all the other painted panels make their way to the final finish department once the paint has had time to cure. The body and doors are checked first for any obvious dents, runs and dirt inclusion (where dirt gets trapped under the paint). The body and doors are done first because they need to be sent up to the trimmers, so internal trim can be fitted along with the roof.

If any of these issues are evident, they're highlighted and

A) Special bays light the cars

B) Different colours present different challenges

C) Red 4/4 nears completion

dealt with promptly. A corking tool with a fine, 1,500-grit paper is used to cancel out whatever the defect may be by gently rubbing it down. Anything finer than that, specifically if it's over 2,000-grit, will actually start to polish the paint back up – it's no good as an abrasive.

Once the flaw has been rubbed down, the guys work it back up with a DA sander, working from P3,000 to P6,000 pads, eliminating whatever the effort may have been, leaving a uniform paint finish to which the workers can apply polish.



C



D



E



F

The bodywork undergoes a four-stage polishing process once any flaws or defects have been rectified. This consists of working through three polish compounds. The first, referred to as 'green', is coarse and you can feel the roughness with your fingers. As you move through 'yellow' then 'blue', the compound thins out and becomes smoother. The smoother it is to the touch, the finer the grain. The finer the grain, the more detailed the polishing is.

This is done to all the panels before the car is sent off to be built up – this happens once the body and doors have been

trimmed. Once it's looking like a full car, it returns to final finish where the guys go through the three stages of polish again, mainly to counteract any bumps or scrapes that may have happened while it was being built up.

Finally, the car is given a deep coat of wax. This is the final chemical element applied to the car and it's the one that seals the bodywork and ensures it looks its best for as long as possible. Of course though, it's not a miracle coating – keeping any car, not

D) Incredibly fine adhesive pads are used to rub down flaws

E) Trim is fitted before the car goes back tin final finish

F) It takes a trained eye to spot every flaw

just your Morgan, takes hard work above all else. However, the prep carried out in this case will ensure you have a near-perfect base on which to work from for years to come.

The only other thing left for the staff of final finish to do is check everything thoroughly before the car goes for PDI (that's Pre Delivery Inspection to you and I). They check the build sheet, the spec, the panel gaps, the bodywork, the trim, everything. Once they're happy, the car is signed off and it's one step closer to the customer and, more importantly, to the road!



“Better than the competition!”



Ring 12V Vacuum Cleaner

Price - £30.00 **Contact** - www.ringautomotive.co.uk

Car vacuum cleaners are very often next to useless. Weak suction and cheap construction is abundant in the world of portable vacuums. Will this 12v vacuum with a 15w motor from Ring Automotive change our minds?

It comes with a multitude of attachments, which proved to be very helpful with nooks and crannies. The most useful of these is a spinning brush

attachment that really works into the carpets and digs up the dust. The suction isn't too bad either.

We're pleasantly surprised that this 12v vacuum is actually a cut above some of the others we've tried. With its motorised brush, it's ideal for muddy carpets – and it had an LED built in, which really helps in the darkest, dirtiest spots!





BlackLine Digital Tread Depth Gauge

Price - £4.80 **Contact -** www.rallydesign.co.uk

The legal limit for car tyre tread depth is 1.6mm (across 75% of the tyre), and it's pretty important to stick to this otherwise you can incur up to a whopping £2,500 fine and three points on your licence. Needless to say, you're going to want to keep on top of your tread depth.

Thankfully, there are plenty of little gadgets to help us stick within the law,

such as this BlackLine depth gauge. Complete with batteries and digital display, it's good to go straight out of the packet.

Quite simply, it works and it's easy enough to use. For cars with very low arches (or massive wheels) it can get a bit fiddly – this really is a minor complaint as it is solved by measuring

from the bottom of the tyre. The unit seems sturdy enough, although it feels pretty cheaply made, which we feel is acceptable judging by its price. For a rarely used device, do you really need solid metal construction? At the end of the day it does the trick, does it well and doubles up as a brake shoe and pad measurer, too.



“Great value and does the job”





“Adequate, but
not the best”



Imperial Wax Perfect Protect

Price - £9.99 **Contact** - www.imperialwax.co.uk

The world of wax is a baffling one, with products left, right and centre trying to get your attention. Funky names and weird logos are everywhere, but which ones actually work?

It's impossible to know without trying them all, but we like the more

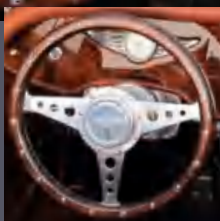
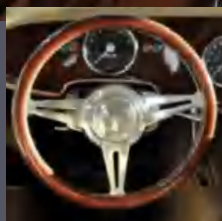
straightforward approach of Imperial Wax's Perfect Protect. It's obviously wax, and it protects! It's a nice-sized bottle at a decent price, too.

Simply squirt on to a microfibre cloth, apply, buff off and take a look at the shine. Buffing off seemed pretty easy, but it's

almost too easy, the creamy white swirls disappear very quickly. It works pretty well, but it doesn't work up the shine we were hoping for – it's as if the wax is a bit too slick and doesn't create a coat. It's not like it doesn't work, it does, it's just not that mirror-like finish we're used to.

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Christmas Gift Guide

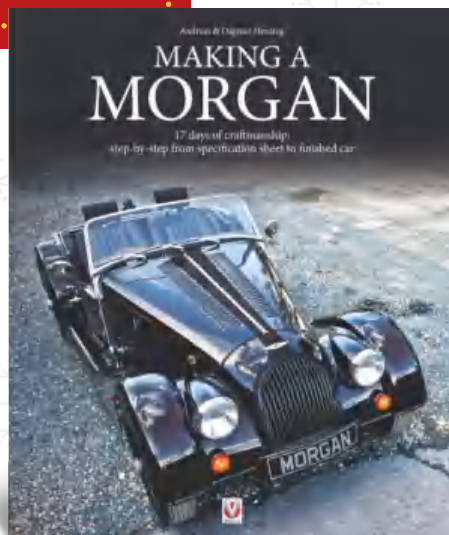
We covered gifts for the Morgan owner in our last issue, now we're adding in some gifts for the Mog as well as yourself! Why not give your Morgan a gift from Santa? We've selected a range of items that will make your Mog feel that little bit more special this Christmas.

Book of Mog

Put your feet up and enjoy this Making a Morgan book this Christmas. Authors Andreas and Dagmar Hensing spent 17 days at the factory and captured every moment from the customer's specification sheet to the finished car, it's a great read!

Cost: **£40**

Contact: www.veloce.co.uk



Flying High

They may be most famous for their wheels, but Motolita also sell some of the best flying jackets known to man. The world-famous, iconic Irvin Flying Jacket is the genuine garment as supplied to the pilots of the Battle of Britain Memorial Flight.

Cost: **£670**

Contact: www.motolita.co.uk

Boxing Day

This extremely smart Hillsalve Mog Box is a very useful bit of kit. Available from Librands, it has a lockable lid and securely clamps to a Librands luggage rack from the inside. It is manufactured from fibreglass, it comes in a white or black gel coat finish and can be sprayed to match your car. Light in weight, it can be swiftly removed at the end of a journey.

Cost: from **£470**

Contact: www.librands.co.uk





Cover Up

This high-quality black Everflex Spare Wheel Cover, embroidered with Morgan wings logo in gold thread, looks great and is the perfect finishing touch for anyone's Mog. Both stylish and practical to protect that spare this winter. It's available in other colours, too, from most Morgan dealers.

Cost: **£147.97**

Contact: www.morgan-motor.co.uk

Steering Through the Snow

Morgan Park in Hamburg produce a range of great accessories for the Mog: stainless indicator stalks, a small luggage rack for the M3W and different types of wood rim steering wheels. Improve the interior of your Morgan!

The wood rim steering wheel is available for six- or nine-hole boss and for a M3W (3 different sizes), and offers a thicker rim for a better grip. The Morgan Park M3W luggage rack provides access to the boot lid without removing the rack – very useful! All products are handmade in Morgan Park's woodshop in Hamburg, Germany.

Cost:

Stainless indicator stalk

from **£267.38**

Small luggage rack

from **£323.67**

Wood rim steering wheel

from **£327.19**

Contact: www.morganpark.de



Eau de Mog

This new fragrance would be ideal in the glovebox/cubby hole in your Mog for a sneaky spritz.

Okay, so we've cheated a bit here, but this exciting men's fragrance has been created by the Morgan Motor Company in collaboration with Grühme UK. It's a modern, tasteful and contemporary product that represents the British heritage yet modernity of the iconic Morgan brand.

Cost: **£54.90**

Contact: www.morgan-motor.co.uk





Ace Plates!

If you want a number plate with a vintage vibe, check out these Ace Peak plates. They use the original Cornercroft Ace die sets and die casting equipment, as used from the 1930s through to the 1970s. Handmade in Ireland, they're the perfect partner for your classic Mog.

Cost: **£60**

Contact: **www.acepeakplates.com**

Christmas Box Set

These Morgan-themed storage trunks are handmade in England and are fantastic for storing tools, cleaning products, or even as a picnic hamper! The boxes are wooden in construction, paper lined, with brass fittings and locks with a vinyl wrap. Good looking and well made, one would look great in anyone's garage, boot or living room!

Cost: **£135**

Contact: **www.hergestdesigns.com**



Push the Button!

Spruce up your horn with this stainless Horn Push, engraved with the Morgan Wings logo. It's compatible with the Brooklands Steering Wheel (trad Morgan vehicles), and it certainly completes the look.

Cost: **£106.15**

Contact: **www.morgan-motor.co.uk**



Highly Sprung!

This 'Bonnet Fastener Ejector Spring Kit' makes removing and fitting the bonnet of your Morgan 3 Wheeler easier. The springs push the fasteners outwards, away from the receptacles, when unlocked. The kit comprises four conical springs and four plastic cup washers that fit discreetly under the heads of the bonnet fasteners, replacing the existing plastic washer. A great stocking filler for M3W owners.

Cost: from **£10**

Contact: www.garage56.co.uk



Sealey of Approval

These two compact tool sets are great to keep nearby should anything work itself loose! Sealey's low-profile socket set is a good little kit that's easily stored in a Mog. Manufactured from hardened and tempered chrome vanadium steel, it's super strong and will last decades. Likewise, their screwdriver set is handy, slim and comes in a tidy carry case. Refresh your tool selection this Christmas!

Screwdriver Set Model No. AK4303 from **£53.94**

Socket Set Model No. AK6926 from **£70.74**

Contact: www.sealey.co.uk



Clocked On

These Wolf Performance Swiss Adriatica clocks have bags of vintage charm. The timepieces are a superb addition to the cockpit of a Morgan and there is a range of mounting systems being developed. From single to double mounting plates or stands, either a mechanical fixing or an adhesive pad can fix the clocks to your dash. Keep the retro vibe even when checking the time.

Cost: from **£110**

Contact: www.wolfperformance.co.uk



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AP41COMBOBWS	Blue with White Stripes	10	1100 x 460 x 1517mm	£1269.90	£889.95	£1067.94



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CARISMA PHOTO.



T This month we have a brilliant personalised prize courtesy of professional car photographers CARisma Photo, who will shoot your car and give you a framed picture in a package worth £400! A fantastic prize for any proud Morgan owner!

CARisma Photo use the first Portable Photographic Studio in the UK, a clever inflatable studio designed specifically for photographing classic cars. Owned and run by husband and wife team, Paul and Rachel Kelly, CARisma Photo has been providing top-quality classic car photography to the nation

since May 2014 and have built up a stellar reputation since their inception.

As you can see from images from their previous shoots, their work is highly professional and they have been heavily involved in the Morgan scene, attending MOG 15, and shooting several Morgans. From a traditional shoot, to beautifully edited art CARisma Photo can do it all.

The prize:

Your car will be shot in style: on its own, with you, or with the whole family – the choice is yours. The photography

session will take one day and will be as close to your home as possible (dependent on location). CARisma Photo will edit the shots and provide a viewing in your home. After you've chosen your favourite shot you'll get a complementary 7" x 5" photo in an ash wood frame – to match your Mog!

Simply answer:

Where does the Edinburgh Trial take place?

And, if you're not lucky enough to win the competition, why not check out **www.carismaphoto.com**.

Email your answer to **photo@mogmag.co.uk** together with your name, address, Morgan model and contact number. Or alternatively you can post your answer to Photo Competition, Project Viva, The Outlook, 6 Sansome Walk, Worcester, Worcestershire, WR1 1LH. Competition closes on 21/01/16

Additional framed images may be purchased starting from £300. The prize is valid for mainland UK only photoshoots. Non-transferrable.

MORGANATICS

YOUR CARS. YOUR PHOTOS. YOUR FACES!

Send in your Morgan photos and a short caption for your chance to have them published in the magazine! You can email them to editor@mogmag.co.uk, tweet us at [@mog_magazine](https://twitter.com/mog_magazine) or post them to our Facebook page at www.facebook.com/mogmagazine

TV STAR

George Geoffrey Wiener sent some pictures of his three-wheeler at an Ace Café event in Brighton, where it was featured on the set of an upcoming antiques programme to be hosted by Alan Titchmarsh – keep your eyes peeled on ITV for George's Mog!



HIGH STREET FASHION

Morgan dealers, Oakmere, have opened a Christmas pop-up shop in the Barton Arcade, Manchester. It's a beautiful little shop with clothing and gifts for Christmas – complete with a Morgan in store! If you're in the area, get over and check it out. We do have one question: how did they get it in there?!



DEEP AND CRISP AND EVEN



Archie Gonne has been out and about this autumn, taking this beautiful shot of his Mog in the leaves. Fantastic colours, and we'd love to have heard the crunch as it pulled away!

MOGS ON ICE

The winter isn't putting Morgan owners off. Stephen Bridge enjoyed a day at Gaydon Motor Museum: "It was a good day, despite the freezing temperatures! More than 30 Mogs turned up."



EVEN MORE MOGS!

The Classic Car show at the NEC proved to be just as jam-packed with Morgans as previous years, with thanks to the Morgan Sports Car Club and, for the first time, the Morgan Three Wheeler Club, too! Phil Royle sent these pictures in of a fantastic event.





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MORGAN POSTERS

MOG Exclusive Morgan Poster by Ken Reed

MOG is proud to be able to offer Ken Reed's fantastic Morgan 4/4 artwork at a reduced price of £35 for MOG readers. They are a fantastic piece of art to add to any Morgan enthusiast's collection.

Back in 1975 he created this eye-catching Morgan poster while waiting for delivery of a new 4/4 four-seater. The posters were originally available from the MMC and selected dealers, and now are available direct to MOG readers!

The posters are 21" X 16" (53.3cm X 40.6cm). Usually priced at £40. Saving exclusively through MOG magazine.

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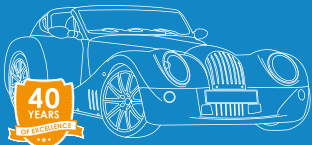
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INSIDE TRACK

As the nights draw in and the weather turns, most of us slow down for the Christmas break. No such joy at Morgan though, it's all go in the Malvern Hills!

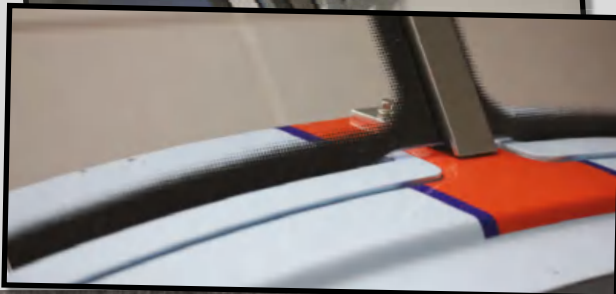


Cars On Film

Look at this amazing gizmo! It's a handheld steady-cam that, officially at least, can be used with a smartphone to film the cars going through their build, offering the owner even more provenance. In reality though, the film team have taken to hijacking it so that they can make great little videos of what goes on at the factory. The product may be traditional, but the way it's shown to the world is anything but!

Sneaky 3

Now this is all top secret, need to know kind of stuff. There are some new design tweaks going through the workshop at the moment focused around the ever-popular 3 Wheeler. From these rather close up spy shots, we can see there are new louvres along with what looks like a new windscreen. Could this be part of an overhaul, or is the 3 just getting a facelift? Only time will tell!



Geneva A Go Go

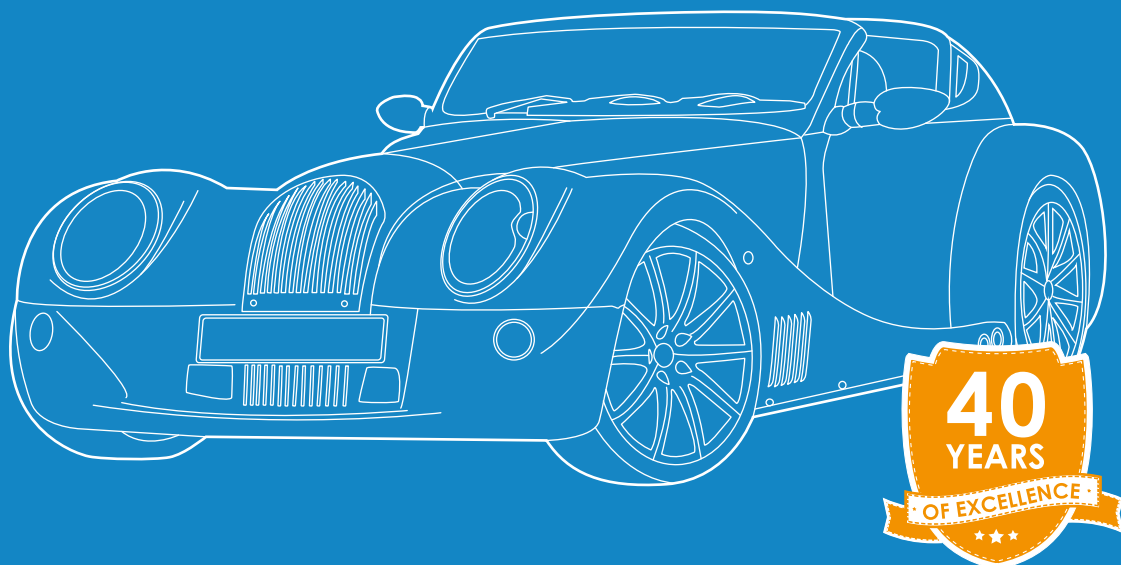
We swear we only just got back! Time flies though, and while we're getting ready for Christmas dinner, Morgan is planning the next outing to the Geneva Motor Show. As such, we have a sneak peek at the plans for the 2016 stand - as you can tell, there is going to be a whole host of cars on display, as well as Morgan products and much more. If you're planning on going, this is one stand you really must see!



Green Machine

We often go on about the incredible level of personalisation available when ordering a Morgan car, but have we ever really shown what that can mean in terms of going wild? We're not sure we have, so here's a snap of a Plus 8 we saw at the factory. Matte fluorescent green with matte black wheels and tan leather - this is one car that won't be missed in a car park! Okay, it's not to everybody's taste, but the New Zealand owner can't say Morgan wasn't willing accommodate his requests!

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